



**For Immediate Release**  
April 10, 2025

**Media Contact:**  
Access Brand Communications  
[BlueDiamond@AccessTheAgency.com](mailto:BlueDiamond@AccessTheAgency.com)

## **Blue Diamond Reveals New Barista Blend Almondmilk Packaging at Specialty Coffee Expo**

*New branding showcases the journey from farm to cup for the perfect serve*

**SACRAMENTO, CA, April 10, 2025** – [Blue Diamond Growers](#), the world’s leading almond marketer and processor, today revealed its new package redesign for its Barista Blend Almondmilk to reinforce the brand’s legacy in supporting small family-owned almond orchards and coffee shops nationwide. The new branding will debut at the Specialty Coffee Expo in Houston, TX later this month.

As a farmer-owned cooperative, Blue Diamond Growers works with its approximately 3,000 California almond farmers to grow and harvest quality almonds that are transformed into a diverse line of products, including Blue Diamond Barista Blend. Designed to froth, steam, and blend flawlessly into coffee beverages, Blue Diamond Barista Blend is a rich and creamy non-dairy milk that delivers both taste and performance and is available exclusively for foodservice locations, including both independent cafes and nationally recognized chains.

“Blue Diamond Barista Blend’s new packaging tells the story of our more than 100-year legacy as passionate almond innovators. The origin of our almonds begins at local California orchards and reaches coffee cafes nationwide for the perfect serve,” said Carmen Bourgaize, Chief Commercial Officer at Blue Diamond. “We are excited to refresh our packaging to better represent our brand and heritage.”

The new packaging comes at a time of rapid growth in the non-dairy category. Plant-based milks are growing twice as fast as dairy milks in foodservice operations, driven by consumer preference and demand.<sup>1</sup> The packaging is a playful acknowledgment of the journey from farm to cup between almond growers and baristas. To tell this story, illustrations in a contrasting blue and white color palette intentionally connect the hands of the almond tree “Shakers” with those of the coffee “Creators.”

To inform the redesign, Blue Diamond conducted quantitative research and in-depth sessions with baristas and cafe owners as they used the product. Eight out of 10 baristas preferred the product in both hot and iced drinks versus the almondmilk they use today. Eighty-two percent praised Blue Diamond’s foam depth and stability and 72% rated the taste as exceptional.<sup>2</sup>

---

<sup>1</sup> <https://www.statista.com/statistics/1280394/global-plant-based-food-market-value/>

<sup>2</sup> BDG Proprietary Qualitative and Quantitative Research, Palate Insights, August 2024 and November 2024



### Visit Blue Diamond Growers at Specialty Coffee Expo

Blue Diamond Growers will debut its new Barista Blend at [Specialty Coffee Expo](#) during show hours from Friday, April 25 to Sunday, April 27. Located at booth #301, attendees can enjoy Blue Diamond Growers Barista Blend Almondmilk in coffee samples and learn about the product and its heritage.

For more information about Blue Diamond and its foodservice opportunities, visit <https://www.bluediamond.com/foodservice/>.

### About Blue Diamond Growers

Blue Diamond Growers, a farmer-owned cooperative representing approximately 3,000 of California's almond farmers, is the world's leading almond marketer and processor. Established in 1910, it created the California almond industry and opened world markets for almonds. Blue Diamond is dedicated to delivering the benefits of almonds around the world and does so by providing high-quality almonds, almond ingredients and branded products. Headquartered in Sacramento, the company employs more than 1,600 people throughout its processing plants, receiving stations and gift shops. To learn more about Blue Diamond Growers, visit [www.bluediamond.com](http://www.bluediamond.com) and follow the company on [Facebook](#), [Instagram](#), and [LinkedIn](#).

###

### Media Contact

Access Brand Communications

[BlueDiamond@AccessTheAgency.com](mailto:BlueDiamond@AccessTheAgency.com)