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Julianne Hough Brings Her Signature Energy, and a Little Kitchen Nostalgia, to New Blue Diamond Almondmilk Partnership

Multi-talented performer helps bring playful new campaign to life

SACRAMENTO, Calif., Oct. 6, 2026 – [Blue Diamond Growers](#), the world's leading almond marketer and processor, today announced a partnership between the newly launched Blue Diamond Almondmilk and world-renowned dancer, actress and host Julianne Hough. The collaboration brings Julianne's unmistakable energy, creativity and sense of fun to two new spots inspired by the nostalgic joy people are craving right now, while giving classic kitchen moments a fresh, feel-good twist.

The campaign features two Blue Diamond Almondmilk varieties: [Unsweetened Simple](#), made with just three ingredients: water, almonds and sea salt; and [Chocolate Protein](#), featuring an indulgent, deep chocolate flavor with 8 grams of plant protein. Both varieties are versatile enough for any routine, whether poured into iced coffee or matcha, enjoyed with cereal, blended into smoothies, stirred into overnight oats or simply sipped straight from the glass.

From the initial concept through the final spots, Julianne was heavily involved in shaping the creative. The two spots reflect her personality, active lifestyle and love of movement, with choreography she created specifically to make Blue Diamond Almondmilk the perfect partner for an anything-but-ordinary day.

"Julianne brought such a joyful, hands-on energy to every part of this partnership," said Maya Erwin, Vice President Marketing and Innovation, Blue Diamond Growers. "She understood exactly how to make the spots feel playful, nostalgic and completely her own. We're thrilled to pair her creativity and passion for movement with the delicious and simple versatility of Blue Diamond Almondmilk."

With a busy schedule that includes dancing, performing, traveling and creating, Julianne looks for simple choices that help keep her moving. Blue Diamond Chocolate Protein Almondmilk offers the protein boost and Unsweetened Simple brings the simple ingredients she craves – whether she's starting her day, refueling after a workout or turning the kitchen into her own personal dance floor.

"My lifestyle is always on the go, so I'm constantly looking for delicious, feel-good ways to fuel my day," said Julianne Hough. "Blue Diamond Almondmilk is a natural fit for me, and it's something my dad and I both genuinely love. I had so much fun bringing the creative to life and leaning into that nostalgic feeling of dancing around the kitchen, making everyday moments a little more joyful."

Press materials, including video assets, photography, stills and campaign credits, are [available for download here](#).



For more information on Blue Diamond Almondmilk, visit BlueDiamond.com.

About Blue Diamond

Blue Diamond Growers, a grower-owned cooperative representing approximately 3,000 of California's almond growers, 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 about 1,250 people throughout its processing plants, receiving stations and gift shops. To learn more about Blue Diamond Growers, visit www.bluediamond.com and follow the company on [Instagram](#), [LinkedIn](#), and [Facebook](#).

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