

## Food & Ingredient Marketing



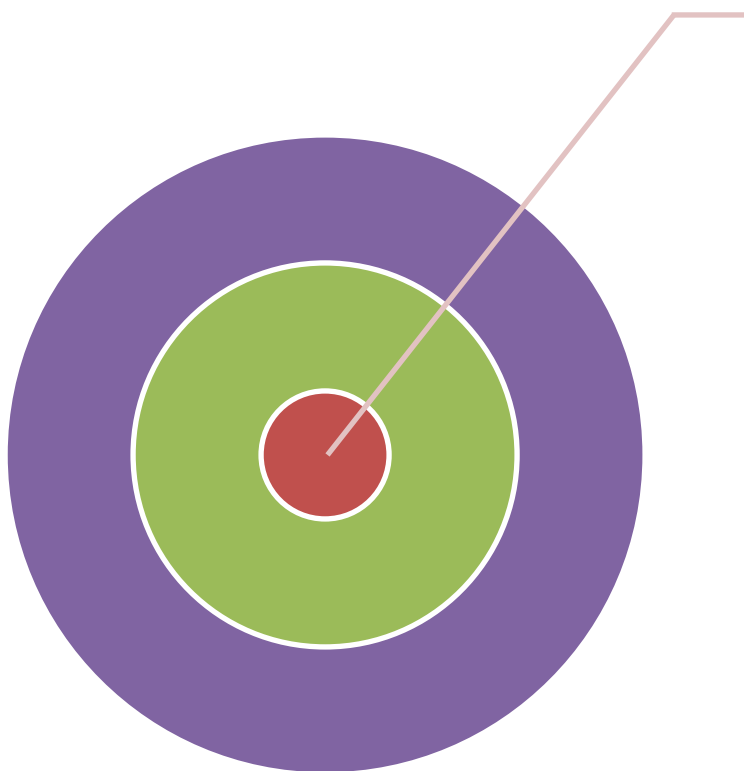
Global Ingredients Division



# Effective Marketing Elements



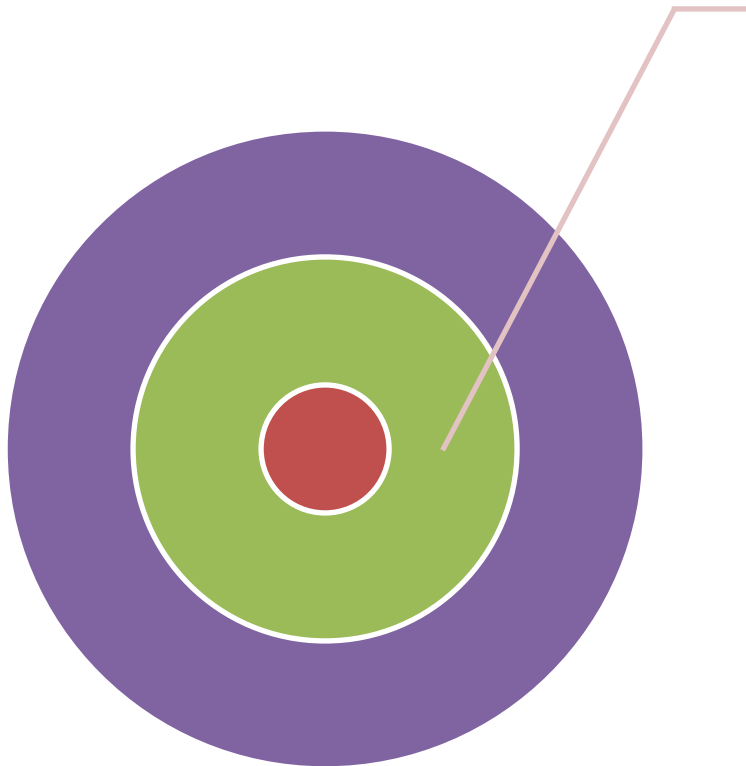
# Positioning



## Positioning

- Claiming a segment or reputation for your product or service
- Places your product or service within a category
- Targeting a defined market
- Identify unique selling propositions

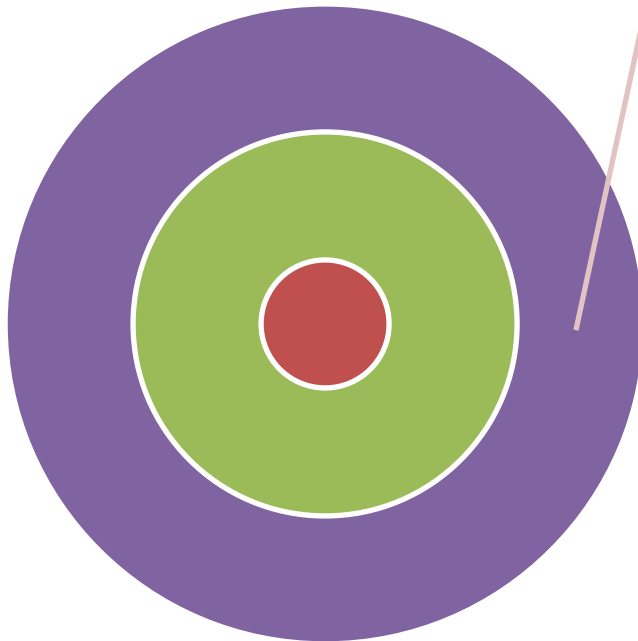
# Branding & Messaging



## Branding & Messaging

- Your product's personality and how you want it to be perceived
- Built over long periods
- Unique selling propositions turn into marketing statements
- Tone reflects your brand and appeals to the target market

# Marketing & Advertising



## Marketing & Advertising

- The media outlets or marketing vehicles used to promote, create and articulate your brand
- TV, Radio, Print, Events, Trade Shows, Brochures, Online, In-Store
- Budget considerations occur here



Global Ingredients Division

## Blue Diamond Global Ingredients



Global Ingredients Division

Blue Diamond Global Ingredients is the largest supplier of almonds, with best-in-class processing and research capabilities, targeted at institutional and industrial almond buyers around the world.



Global Ingredients Division

## Top-line of Blue Diamond's Positioning

**CATEGORY:** Value-Added Ingredients

**COMPETITIVE ADVANTAGES:**

- Unlimited supply
- Healthy, nutritious, and on-trend
- Premium, value-added ingredient
- Greater variety of product forms
- Food safety and R&D partner





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What does category leadership look like?



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## Targeted Magazine Campaign

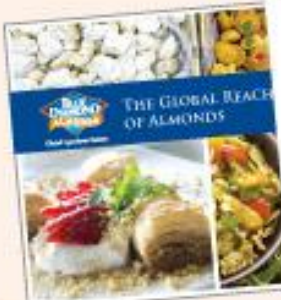
# FOOD & WINE



# FOOD & WINE



# FOOD & WINE



# FOOD & WINE



## VALUE-ADDED ALMOND INGREDIENTS

**Value-added:** Buy the best almond crop behind our olive groves and this is why we're the only almond grower in the world. Our almonds are quality, healthy, and delicious. They're the only almonds you can trust.

**Why value-added almonds?**

- They provide the world's highest nutritional value of almonds.
- They deliver the most amazing almond flavor.
- They are the only almonds that are 100% natural.

Make the right choice. Choose the only almonds that are 100% natural. Choose the only almonds that are 100% natural. Choose the only almonds that are 100% natural.

Good is in everything we do.



## VARIETY. VERSATILITY. VALUE.

### Value-added Nut Ingredients

**Value-added:** Buy the best almond crop behind our olive groves and this is why we're the only almond grower in the world. Our almonds are quality, healthy, and delicious. They're the only almonds you can trust.

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Make the right choice. Choose the only almonds that are 100% natural. Choose the only almonds that are 100% natural. Choose the only almonds that are 100% natural.

From quality, variety, and healthy ingredients, it's all good.

Targeted Magazine Campaign



## VARIETY. VERSATILITY. VALUE.

*Value-adding Nut Ingredient*



There's no other nut that can meet so many needs in **so many different forms**. From savory to sweet, from in-shell nuts to paste, Blue Diamond Almonds take every application to a higher level. Their texture and distinctive crunch add a **premium quality** that drives consumer taste and demand. That translates to a **premium price point** for your product.

Today, packaged foods are trending from just good flavor to something more. Consumers are increasingly seeking **nutritional benefits** along with taste and texture.

Compared to other tree nuts, almonds provide high amounts of protein, fiber, vitamin E, and calcium and other minerals that may help **protect against many common diseases**.

*[ Flavor, quality, texture, and healthy ingredients. It's all good. ]*



*Blue Diamond Almonds*

## SUPPORTING MARKET DEMANDS



California produces over 80% of the world's almonds, and 50% of California's growers are part of the Blue Diamond family.

Our new processing plant in Turlock, California offers **state-of-the-art technology** with the most stringent possible conditions for food safety.

And, with the 2013 opening of our new 6,500-square-foot Almond Innovation Center, we're positioned to partner with your R&D team to find the perfect almond applications for your products.

**Let's work together.**



Scan this QR code for more information and this month's almond recipe.

**Visit us at [bdingredients.com](http://bdingredients.com)**

*[ Good is in everything we do. ]*

Targeted Magazine Campaign



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## Industry Trade Shows

**Salon International de l'Alimentation (SIAL)**

**Food Ingredients Europe**

**Anuga Germany**

**Institute of Food Technology**

**Natural Products Expo West**





Food Ingredients Europe



## VARIETY. VERSATILITY. VALUE.

*Value-adding Nut Ingredient*

There's no other nut that can meet so many needs in **so many different forms**. Sliced, diced, blanched, slivered — Blue Diamond Almonds take every application to a higher level.



## WE'VE GOT THE GOODS

*Blue Diamond Almonds*

We're the **largest almond cooperative**, with more than 3,000 growers and **decades of R&D experience**. That means we know how to **identify, predict, and formulate** our product to changing consumer tastes.

Show Banners





Anuga Food Fair





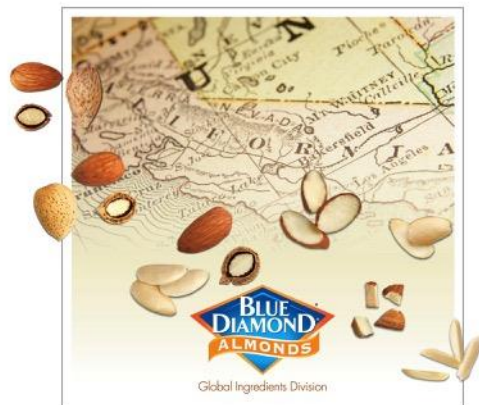
— The Food Industry's First Choice for —  
**VALUE-ADDED ALMOND INGREDIENTS**

**Value-added.** That's  
 operation, and that's  
 for almond ingredien



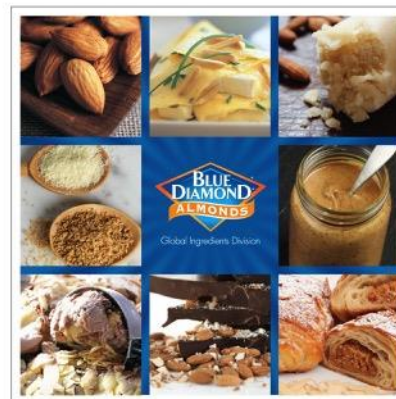
— Blue Diamond Almonds —  
**FORM MEETS FUNCTION**

With so many varieties and forms, the possibilities are endless.  
 We can partner with you to identify **unique solutions** for your  
 applications — **improving your brand, increasing market share,**  
 and **ensuring customer loyalty.**



**THE RIGHT ALMOND**  
 — for Every Application —

our almonds come  
 size. And they're  
 in 80% of the wo



— Meeting Your Needs —  
**ONE ALMOND FITS ALL**

From roasted natural to blanched, there's no other nut that can meet  
 your needs in **so many different forms.** Blue Diamond can  
**identify opportunities and offer solutions** that will take your  
 products to the next level.



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## Collateral Materials

Supports Blue Diamond Global Ingredients' positioning



Front  
Panel



Global Ingredients Division

2014  
—Calendar



Back Panel



Global Ingredients Division

Blue Diamond  
Global Ingredients Division  
1802 C Street, Sacramento, California 95811 USA  
tel: 916-446-8500  
[bdingredients.com](http://bdingredients.com)



*The Food Industry's First Choice for*  
**VALUE-ADDED ALMOND INGREDIENTS**

**Value-added.** That's the fundamental concept behind our entire operation, and that's why we're the food industry's **first choice** for almond ingredients.



**VARIETY. VERSATILITY. VALUE.**

*Value-adding Nut Ingredient*

Blue Diamond Almonds take every application to a higher level. Their texture and distinctive crunch add a **premium quality** that drives consumer taste and demand.



*Blue Diamond Almonds*

**SUPPORTING MARKET DEMANDS**

Our new processing plant in Turlock, California offers **state-of-the-art technology** with the most stringent possible conditions for food safety.







Guest  
View

Desk View

**OCTOBER 2014**

S	M	T	W	T	F	S	
40				1	2	3	4
41	5	6	7	8	9	10	11
42	12	13	14	15	16	17	18
43	19	20	21	22	23	24	25
44	26	27	28	29	30	31	


 Global  
Ingredients  
Division

**NOVEMBER 2014**

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

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Global Ingredients Division  
tel: 916-446-8500  
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Global Ingredients Division

Website



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ALMOND MARKET  
ANALYSIS



BLOOM/HARVEST  
REPORT



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## Your partner in the global almond trade.

As California's largest almond cooperative – representing more than 3,000 California growers – Blue Diamond Growers® is the food industry's first choice for value-added almond ingredients. California's growers produce over 80% of the world's almonds, so it's only natural that we can process and ship our premium almond products to over 80 countries with seamless efficiency.

We offer our ingredient customers an unparalleled array of almond forms and varieties.

Sliced or slivered. Whole or diced. Blanched or natural. We're experts in making sure your almonds are in top form. For virtually any application you need – and some you haven't even thought of yet – we provide unmatched product, knowledge, and service to help you optimize your brand.

Think of us as an extension of your R&D team.



Almond Industry  
News

FROM THE INDUSTRY'S  
BEST SOURCES

### Blue Diamond Almonds – Industry Update – November 12, 2014



Overview – The Almond Board of California's October Position report shows 2014 Crop receipts at 1.516 billion lbs. As the situation clarifies, the 2014 almond... [\[Read More\]](#)

### Blue Diamond Almonds – Harvest Update



This is the final report of the 2014 almond crop





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ALMOND MARKET  
ANALYSIS



BLOOM/HARVEST  
REPORT



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## Almond Products & Almond Applications

In 2013, Blue Diamond opened a new Almond Innovation Center, which is home to our research and development teams and is unlike any other product development facility in the almond industry. With expansive labs, proprietary development equipment, and trusted staff, it is Blue Diamond's powerhouse of innovation. We continue to expand our application development work in confectionery, cereals, bakery, dairy, and other product categories. We collaborate closely with our customers' research and development teams, while continuing to develop creative new ways to use almonds as ingredients. Our Almond Innovation Center is the birthplace of inspiration. It's where we incubate new and exciting almond ingredients, as well as product applications. Think of Blue Diamond as an extension of your own research and development team.

Almond Products

Almond Applications

Any way you slice, dice, or chop it, we have a form that's right for your product. We produce millions of pounds of almonds annually. With so many distinct varieties and in so many different forms – the possibilities for your applications are endless!

VARIETIES

FORMS

USDA GRADES

LIFE CYCLE

### Almond Varieties

Delicious options. Plain and simple. When your customers are enjoying almonds in their cereal, baked goods or chocolate, they're not thinking about what kind of almonds they're eating. Fortunately, we are. Take a look at the breadth of almond varieties from Blue Diamond.





## Almond Varieties

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### Nonpareil



- The most desired whole almond
- Preferred variety for almond snacking
- The premium almond
- Smooth, light skin
- The right choice when appearance is essential

### Carmel (California Type)



- Consistent for color and shape
- Alternate for Nonpareil
- Smooth skin
- Ideal for blanching and roasting
- Limited availability

### Monterey (California type)



- Consistent for color, shape, and blanchability
- Ideal ingredient use
- Flatter profile, long, narrow shape
- Alternate for Nonpareil
- Available in larger sizes

### California



### Butte (California type)



### Mission





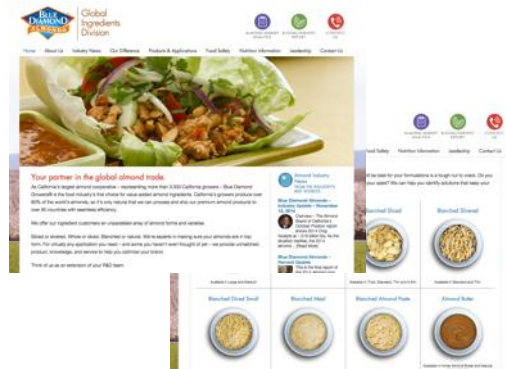
Targeted Magazine Campaign



Trade Shows



Collateral



Website



Show Banners

## Effective Marketing Elements

- Articulate your Positioning
- Reflect Positioning in the Branding & Messaging
- Be consistent in your Marketing & Advertising

miguel@kencreative.com  
(415) 999-8604



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