

The No.1 Almond Drink in California, USA
Almond Breeze Debuts in Japan!
 New healthy drink, in four flavors, goes on sale
 From September 23rd

Blue Diamond Growers (Sacramento, California, USA; CEO Mark D. Jansen) has signed a licensing contract with Marusan-Ai Co., Ltd. (Okazaki-shi, Aichi Prefecture) under which Marusan-Ai will market *Almond Breeze*, a new almond milk beverage, throughout Japan. Targeting primarily health-conscious women, *Almond Breeze* will be launched in four flavors: original, chocolate, coffee and tea.

The non-dairy beverage market in the USA has grown to \$960 million (roughly ¥96.0 billion). Because of almonds' healthy image, sales of almond milk are growing rapidly, with growth outpacing that of soy milk, and *Almond Breeze* has captured the No. 1 share in the almond milk category. It is anticipated that as recognition of the health benefits from almonds spreads, the non-dairy beverage market will also enjoy strong growth in Japan.

Almond Breeze: Product Summary

- Name: *Almond Breeze* (Original, Chocolate, Coffee, and Tea)
- Volume and Suggested Retail Price (Ex. Consumption Tax): 200ml/¥105.
- Package size: 48x39x120mm
- Expiration Date: 180 days

<Captions>



Almond Breeze
Original



Almond Breeze
Chocolate



Almond Breeze
Coffee



Almond Breeze
Tea

■ Why *Almond Breeze* is popular in America

The popularity of *Almond Breeze* in America is due to the growing recognition of the health benefits from almonds, combined with the following positive product features.

1. Low-calorie: Almonds are thought to be high in fat, yet *Almond Breeze* is lower in calories than cows' milk. In addition, almond milk contains zero cholesterol.
2. Rich in vitamin E: Like almonds themselves, *Almond Breeze* has anti-oxidant properties and is rich in Vitamin E, which contributes to anti-aging.
3. Rich in calcium: *Almond Breeze* is also a rich source of calcium a nutrient that women, in particular, care about.

■ A healthy drink with the concentrated health benefits of almonds

While almonds have had a reputation for being high in fat, those perceptions are changing as more and more health benefits of almonds become known. In fact, almonds are high in monounsaturated fats, these are health-promoting fats which have been associated with reduced risk of heart disease. Almonds are a good source of vitamin E, vegetable fiber, minerals, oleic acid, and flavonoid. They also have anti-oxidant, anti-aging, and detoxifying properties. An overwhelming amount of research in the US has shifted perceptions to the health benefits of almonds so that it is now seen as a "Super Food." *Almond Breeze* is rich in vitamin E and calcium, with fewer calories than cows' milk or soy milk; it is the perfect drink for health-conscious consumers.

Blue Diamond Growers

Blue Diamond Growers was founded in 1910 as an agricultural cooperative called the California Almond Growers Exchange. Under the Blue Diamond label, its sole focus is the processing, sales, export and development of domestic and overseas markets for almonds. At present, California is the world's largest almond producer, accounting for over 80% of global production. For more than 100 years, the Blue Diamond has stood for powerful marketing on behalf of almond growers and been a leader in the almond industry.

Marusan-Ai, Co., Ltd., headquartered in Okazaki-shi in Aichi Prefecture, is a food industries company that manufactures and sells miso, soy milk, and soy-based beverages. Since Marusan-Ai's founding in 1952, it has vigorously pursued new product development, making use of the blessings of nature to create new product categories.