



- Advertisement -

Blue Diamond unveils The Nutty Cruiser ahead of National Almond Day

February 11, 2025

[Blue Diamond Growers](#) announced the creation of its latest innovation, The Nutty Cruiser set to officially launch on National Almond Day, Feb. 16. Blue Diamond's almond vehicle will embark on the Bring Your Flavor National Tour, with the goal of distributing 1 million almond samples to consumers. This nationwide initiative was designed to showcase Blue Diamond's bold and craveable flavors to provide the ultimate snacking experience for flavor fanatics all over the United States.

"With the Nutty Cruiser, we set out to create a playful and interactive way for our fans to experience Blue Diamond products like never before," said Maya Erwin, vice president of marketing and innovation. "We are naturally obsessed with almonds and want to share our love of this perfect snack far and wide during the Bring Your Flavor tour. This launch embodies our passion for flavor, fun and community connection."

The Nutty Cruiser, created by Inspira, will visit major markets throughout 2025 on the Bring Your Flavor Tour. At each stop, the event grounds will be transformed into a hub of flavor-packed activities and free snacks to delight almond lovers of all ages.

Featuring an almond launcher that sends packs of almonds into the hands of hungry customers and engaging activities such as a Flavor Bar, Barrel-o-Flavor sampling stations and interactive games, including Guess That Flavor and Almond-hole (a unique twist on cornhole), the event offers an unforgettable health-snacking experience. Consumers can share on social media using #BringYourFlavor and interact on-site for a chance to win exciting prizes, including a year's supply of Blue Diamond snack almonds.

This quirky almond mobile was built in Dallas and took more than 1,150 labor hours to complete. It is a larger part of Blue Diamond's bold marketing strategy that will continue to surprise and delight consumers with unexpected flavor drops and surprise pop-ups throughout the year.

For the full tour schedule and updates, visit www.bluediamond.com/nutty-cruiser.

To officially kick off the tour, the Nutty Cruiser will make its debut during the National Almond Day pop-up event, open to the public, Feb. 16 in Blue Diamond's headquarters location, Sacramento, CA. Located at Urban Roots Brewery & Smokehouse from noon to 4 p.m., attendees will get a first look at the Nutty Cruiser and get the chance to sample a selection of products from Blue Diamond's full portfolio, including new never-seen-before flavors of Snack Almonds, Almond Breeze Almondmilk, Nut Thins and Almond Flour.

[Print](#)