

MEDIA RELEASE

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Sexy “almond” dress drives record sales

An increase in almonds sales during the opening months of the new season has been largely attributed to a new awareness campaign featuring a sexy dress of almonds.

The Almond Board of Australia confirmed today that record sales on the domestic market over the past three months indicated that more consumers were using almonds as a regular part of their day-to-day diet.

ABA chief executive Julie Haslett said that Australia’s three major almond marketing companies supported the first nationwide in-store promotion, raising consumer awareness about almonds.

Supermarket chain Coles, along with a number of other retail outlets across the country took advantage of the clever imagery featuring a little black dress made out of almonds to promote sales.

“Based on the feedback we are receiving, the results of the promotion have been very encouraging,” she said.

“Given the uncertainty surrounding so many other commodities at the moment, almonds have proven to be recession proof.

“Who would have thought a short, sexy dress made out of almonds to promote this year’s ‘New Season’ Australian almonds would resonate so clearly with shoppers?

“This promotion has been the most successful campaign ever run by the Australian Almond Board.”

“We are just about to launch our second phase of the in-store promotion with a series of images featuring the stunning almond blossom. With our industry supported marketing program gaining traction, we are confident and determined to reach new record sales in Australia this year and continue this trend into the future.

Ms Haslett also said that the promotion is a very effective way to communicate the great healthy taste of freshly harvested Australian almonds. “While almonds taste great all year round, there is something special about the unique taste of almonds when they have come straight off the trees,” she said.

For further information contact:

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The Almond Board of Australia (ABA) is a non profit, membership based organisation representing the interests of Australian almond growers, processors and marketers.

As the Australian almond industry's peak industry body, the ABA facilitates further growth of the industry, seeks to maximise its profitability and ensure its sustainability, by providing a platform for industry members to collectively respond to industry-wide issues, invest in research and marketing, share knowledge and interact with government and other stakeholders.

The Australian Almond Industry currently produces 36,000 tonnes of almonds on an annual basis, with a related farm gate value of \$250 million dollars. Production is expected to double by 2015 as new plantings reach full maturity, with a related value of \$500 million dollars.

Key almond growing areas are located in Sunraysia (Victoria), the Riverland and Adelaide (South Australia) and the Riverina region (New South Wales).

For more information visit www.australianalmonds.com.au or email: admin@australianalmonds.com.au