

MEDIA RELEASE

April 28, 2010



In season - Australian almonds come out in style

The Almond Board of Australia (ABA) has today launched its 'New Season's Almonds' campaign with the unveiling of a dress made from 3,000 almonds. This eye-catching dress is being used to promote the freshly harvested almonds which are now available in stores around the country.

Upcoming Australian designer, Gillian Christie hand sewed 3,000 almonds to make this stunning, sexy dress. The unveiling of the almond dress today saw model Rebecca Caulfield parade the dress throughout the Sydney CBD accompanied by the ABA team distributing tins of new season almonds to the public.

"The unveiling of the almond dress today stirred a real buzz around Aussie almonds. Not only is the dress a spectacle in itself, but it is also a great way to engage and inform the general public of the unique taste of Australian almonds fresh from the trees. Right now Australian almonds are delicious," said ABA Marketing Manager, Joseph Ebbage.

In addition to being a tasty snack or delicious addition to any recipe, Australian almonds, which have received the National Heart Foundation Tick of Approval, contain many nutrients needed to maintain a healthy heart and well balanced lifestyle. They can also assist with weight management.

The vast majority of almonds sold in Australia are naturally grown and produced by Australian farmers. They were harvested throughout February and March in the key almond growing areas around Australia including Sunraysia (Victoria), the Riverland and Adelaide (SA) and the Riverina region (NSW).

The Australian almond industry is undergoing rapid expansion. It is one of Australia's fastest growing horticulture sectors. It currently produces around 3 per cent of world almonds. However it is forecast that Australia will surpass Spain (8 per cent) within the next few years to become the world's second largest almond producer behind major global producer California (82 percent).

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

For further information visit www.australianalmonds.com.au or contact: Julie Haslett, Almond Board of Australia CEO on 0418 958 187 or 08 8582 2055

For information on Australian almonds, recipe ideas, nutritional facts and more, visit www.australianalmonds.com.au.

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