



BLUE DIAMOND & GREEN SEED SPAIN-Case Study

“Green Seed Spain gave our company the exceptional support for the launch of Blue Diamond Almond Breeze in the all-important market Spain” John Beadle,
Managing Director - Blue Diamond Consumer Brands, International Markets



- The US Company BDG who owns Almond Breeze, well-established on the British market and the leading brand in the Almond Milk markets globally had an ambition to expand to Europe.
- Following extensive market research Green Seed Spain identified and planned a successful entry to the Spanish retail market in a first instance and planned the entrance in Food Service in a second stage
- Green Seed Spain has been responsible for coordinating the key account & category management and has been instrumental in launching and stablishing the credentials of the brand within the Spanish market.
- The brand is now listed nationwide in all main National retailers and main Regional ones with a weighted distribution in modern trade of more than 50% and increasing. Green Seed Spain is also assisting BDG in monitoring the performance and surfacing the new opportunities.