



## Food Week Online 29 April 2010



### Almond board's nutty fashion statement

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The Almond Board of Australia has today launched its 'New Season's Almonds' campaign with a dress made from 3,000 almonds.

The eye-catching dress is being used to promote newly harvested almonds now on sale.

Designer Gillian Christie hand sewed the 3,000 almonds to make the dress, which was paraded by model Rebecca Caulfield through the Sydney CBD. She was accompanied by an ABA team distributing tins of new season almonds to the public.

"The unveiling of the almond dress 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," said ABA Marketing Manager, Joseph Ebbage.

Source: Almond Board of Australia

