

Noel advances in its internationalization with a strategic alliance in China

- The food group allies with Jiangsu Toword Food to market Noel brand products in the Chinese market, leveraging their local expertise.
- The project foresees Noel supplying the raw material and its Chinese partner transforming it into the final product, which will be marketed through a new company jointly owned 50% by both companies.
- Production and marketing in China will begin with cured sliced charcuterie products, which the company already exports to other international markets.

Sant Joan les Fonts. May 19, 2025.

Noel Alimentaria strengthens its global expansion strategy with a new alliance in China with Jiangsu Toword Food, a Chinese family business specializing in the production and sale of food, such as ready-to-eat dehydrated dishes, cured and salted meats, which will allow the marketing of Noel brand products in the Chinese market with the support of a local partner with experience in the sector.

This joint venture foresees Noel supplying raw materials, such as ham and chorizo, while Jiangsu Toword will handle their transformation into the final product. Once completed, the product will be marketed through a newly created company, Toword&Noel Food Group, jointly owned 50% by both companies, which will manage distribution under the Noel brand.

Exporting tradition and quality

Production of Noel brand products, which will take place in a 5,800 m² plant located in Jiangsu province, will begin with cured sliced charcuterie, key references in this initial phase that have already shown good performance in other international markets. Depending on market response, expanding the offer with new references is not ruled out.

Furthermore, with the aim of preserving quality and fidelity to the original recipes of the brand; in recent months, several Noel teams have travelled to the production facilities in the Asian country to transfer their knowledge and expertise in the different production processes, as well as ensure that the company's stringent quality standards are met by the local personnel who will be responsible for producing the products.

A further step in the internationalization strategy

Currently, Noel is present in 66 international markets, and its export business volume represents approximately 50% of the group's global turnover. Some of the most important countries include the United Kingdom, France, Portugal, and the United States, among others.

The Asian market, especially China, represents a great growth opportunity, as there is increasing demand for quality meat products. In this sense, the alliance with Jiangsu Toword will improve Noel's operational structure in the country but also provide the opportunity to compete more effectively with other established brands.

As a tangible demonstration of this international commitment, Noel will be present at the SIAL Shanghai 2025 fair, one of the main events in the food sector in Asia. This fair, held from May 19 to 21 at the Shanghai New International Expo Center, brings together the main international players in the food and beverage industry, and will allow Noel and Jiangsu Toword to present the new alliance in the region.



About Noel

Located in Sant Joan les Fonts (Girona), Noel Alimentaria is a fourth-generation family food group specializing in the production and distribution, both nationally and internationally, of cooked and cured ham, sausages, fresh meats and elaborated products, prepared dishes, pizzas, vegetable creams and juices, among others. With a workforce of more than 2,600 people, 16 production centers spread throughout Spain, and activity in 66 countries with presence in large distribution, the company's purpose is to sustainably promote the development of people through food. And it does so by offering its consumers products that meet four fundamental premises: health, convenience, pleasure of consumption, and sustainability.

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