

Noel removes preservatives from the Delizias Al Corte range and moves towards a clean label at Alimentaria's 50th anniversary

- The company from La Garrotxa thus aims to respond to the growing demand for more authentic and higher quality products, while expanding its flagship range with Delizias Asados, premium sliced meats with 99% meat, rich in protein, reduced in salt, and low in fat
- In line with the current trend of offering products that are easy and quick to consume, the company presents innovations under the ready to cook and ready to eat concepts, as well as a new snacking format in small cups
- With the desire to continue exporting Spanish gastronomy to international markets, the group is betting on trendy proposals such as *gildas*, refrigerated salads, and colored gazpachos, thus consolidating its expansion into new high value-added categories
- Throughout these fifty years, Noel has maintained a firm commitment to the fair, being present as an exhibitor since the first edition of Alimentaria

Sant Joan les Fonts. March 19, 2026.

Noel will be present, once again, at Alimentaria-Hostelco, the major international meeting point for professionals in the food, gastronomy, and hospitality industries. This edition is particularly significant as the trade show celebrates its 50th anniversary, a milestone that the company from La Garrotxa has experienced very closely, maintaining its uninterrupted participation in the fair since it first opened its doors in 1976.

In the words of **Anna Bosch, president of Noel, vice president of Alimentaria, and president of Intercarn**, "for Noel, the connection with this benchmark trade fair is a reflection of our historical commitment to innovation and quality. Throughout this time, our products have evolved towards high value-added proposals, adapted to the new trends and needs that have emerged in the markets where we operate. This has led us to transcend the meat sector and enter new categories such as ready meals, vegetable creams, or fruit juices, thus becoming a global food group".

In this 50th edition, Noel is participating in the fair with a proposal focused on **expanding its catalog, evolving consumption formats, and a firm commitment to sustainability**. Thus,

the company is presenting its latest innovations focused on high nutritional value products and functional formats, designed to respond to current consumption dynamics by offering top-quality solutions tailored to new lifestyles

Expanding and improving Delizias, its flagship range

With the desire to continue raising its standards, Noel continues to evolve its most emblematic product range: Delizias. In line with the growing demand for clean label options, or clean recipes, focused on more authentic and higher-quality products, the brand is taking a decisive step by **eliminating preservatives from the extra cooked ham, turkey breast, and chicken breast of Delizias Al Corte**. At the same time, these products feature a **meat percentage of 95%** for the ham and turkey breast, and **93%** for the chicken breast, positioning themselves as products of high nutritional value.

Continuing with its strategy of offering proposals with high meat percentages, the company has launched the new **Delizias Asados** line, which includes Pechuguita de Pavo Asada, Pechuguita de Pollo Asada, and Jamoncito Asado. This premium sliced format stands out for offering **99% meat** and being an **excellent source of protein**—up to 22 g per package—and, in the case of the *jamoncito*, **collagen**, while also being reduced in salt and low in fat.

Delizias Pétalos also incorporates new products in a tapas format, with two new references presented in a multi-component tray. Each proposal combines thin slices of assorted cold cuts that stand out for their quality, flavor, and freshness. On the one hand, grain-fed Iberian shoulder, Iberian *chorizo*, Iberian *salchichón*, and breadsticks; and on the other, extra *chorizo*, Pamplona *chorizo*, extra *salchichón*, Serrano ham, and Gouda cheese. The trays are available in formats ranging from 120 to 310g.

Finally, the new features of the Delizias range extend to the **redesign of its packaging**, with the aim of reinforcing the differentiation between product categories at the point of sale while improving the consumer's shopping experience.

To introduce this new image and bring the proposal closer to the daily lives of consumers, Noel has made the Delizias range the main star of a powerful advertising campaign, which includes television commercials, digital media and social networks, print media, and a strong outdoor media campaign. Highlights of the latter include the full wrapping of the Trambaix and several urban bus lines in the city of Barcelona, as well as the Aerobús heading to the Josep Tarradellas Barcelona-El Prat Airport. Furthermore, the company has reinforced its positioning in strategic high-mobility points through ads on bus shelters and projections on the main LED screen in the concourse of Sants Station, among others.

Ready to cook, ready to eat, and snacking solutions for everyday life

Without losing sight of its origins, Noel remains firmly committed to innovation in its main business division, the meat sector. Within this framework, the company is taking a strategic leap in the convenience segment with the launch of the **ready to cook** and **ready to eat** formats. The ready to cook line offers fresh **meat preparations with all the necessary ingredients, sauces, and side dishes**, so that the consumer only has to carry out the final

cooking of the recipe. Meatloaf with plum sauce, marinated pork *pluma* with red berry sauce and sliced roasted potatoes, pork rib tips with Italian sauce and beans, or marinated pork *secreto* with rosemary sauce and green asparagus are some examples of these solutions. They are designed for those who have limited time to spend in the kitchen but do not want to give up adding a personal touch to their dishes. The range will be available from May 2026, in trays weighing approximately 500g.

On the other hand, the ready-to-eat line is made up of a **series of low-temperature cooked options, ready to heat and enjoy**, such as baked pork knuckle, pork ribs with barbecue sauce, or roasted chicken thighs. The consumer will only have to heat the dish for four minutes with the guarantee that the low-temperature cooking will preserve its tenderness and intensify the flavor. Like the ready to cook range, this line of ready to eat meals will be launched in May 2026 and will be presented in packaging containing two servings of each recipe.

Within this same strategy to promote practical consumption, the company is introducing new snacking formats in small cups, featuring Mini Fuets, Mini Chorizos, and Fuet Coins. These practical containers, ranging from 70 to 100g depending on the product, are designed to offer a versatile consumption experience to be enjoyed anytime and anywhere, without compromising the quality of traditional cured meats. In addition to single-product references, combined options are also offered, such as cups of Chorizo Coins with diced Gouda cheese, Serrano ham rolls with Manchego cheese, or chorizo with Gouda cheese.

"Today's fast-paced lifestyle demands food solutions that are as practical as possible without compromising on traditional flavor and quality," states **Maria Sánchez, Corporate Marketing Director at Noel**. "With these new formats, we are taking a step forward in adapting to the consumer through high-quality products that allow for quick, flexible consumption, optimizing the experience at any time of the day", Sánchez adds.

Betting on premium Iberian products

This 50th edition of Alimentaria will also be the setting for the official presentation of the strategic alliance with **Garrudo Benito**. This agreement, reached at the end of 2025, will allow Noel to progressively acquire up to 50% of the historic firm from Ávila in order to boost its commitment to **premium Iberian products** and ensure the supply of the highest quality raw materials.

The presence at the fair will place special emphasis on Garrudo's most exclusive brand, **Romance**, focused on **100% acorn-fed artisan-cured Iberian products**. It will feature a wide representation including acorn-fed Iberian ham, also available in sliced packs, Iberian loin, Iberian chorizo, Iberian salami, and innovations such as sliced *guanciale*.

Gildas, gazpachos, and more than 12 million croquettes

Beyond its leadership in the meat sector, Noel's evolution towards a global and transversal food group is evident at Alimentaria, with its commitment to diversification and product development in other categories. In this sense, and with the desire to continue exporting the essence of **Spanish gastronomy abroad**, the company introduces a proposal that is currently trending in our country: the popular *gildas* or *pinchos*. These new mini-skewers are presented under the **Selección Snacking** line, in a 90g format that combines high-quality products. Specifically, the range offers four varieties: Serrano ham with olives and Gouda cheese; *chorizo* with olives and Gouda cheese; pickles with olives and Gouda cheese; and the Gordal olive variety stuffed with a Serrano ham and cheese roll.

Noel is also taking a step forward by entering the **refrigerated salad** category. These are recipes based on legumes or pasta, such as Moroccan-style lentils, chickpeas with chorizo, Greek-style beans, chickpeas with green sauce, or butterbeans with Caesar sauce. The **Ensaladas Selectas** range is presented in formats from 120g to 140g and is designed as high-protein solutions for on-the-go consumption.

As for 100% plant-based options, the company is making a splash by innovating in the refrigerated soups and creams aisle with the launch of **three colored gazpachos** under the **Nature Tap Tap** brand: purple *gazpacho*, made with beetroot; red *gazpacho*, made with watermelon; and green *gazpacho*, made with spinach. All of them are made with extra virgin olive oil and presented in a 250ml bottle format, ideal for individual consumption.

Likewise, Alimentaria will serve as a showcase to consolidate the group's other projects, such as the one developed jointly with **chef Nandu Jubany**—a booming business that in 2025 reached a production of more than **12 million croquettes and over 3.5 million cannelloni**. In addition to classic proposals, the trade show will exhibit an extensive **assortment including breakthrough options** such as *arancini* made from *macaroni* and cheese with chorizo or Serrano ham; paella and *chorizo* croquettes, black garlic with *chorizo* croquettes, cod fritters, and roasted meat *cannelloni* with creamy *boletus* mushrooms; not forgetting the dessert option with sweet chocolate and cream croquettes.

On the other hand, the stand will also feature the presence of **The Juicy Group**, Noel's plant-based beverage division specializing in the **production of cold-pressed natural juices and functional shots**.

50 years growing alongside Alimentaria

This half-century of history has allowed Alimentaria to consolidate itself as much more than a commercial showcase: today, it is one of the world's leading global platforms for the sector. Since the first edition, conceived as Spain's first professional trade show dedicated exclusively to the food sector, the event has undergone a profound transformation, multiplying its projection and establishing itself as a key space that today brings together thousands of professionals from over a hundred countries.

In line with this evolution, Noel has undergone a parallel transformation, moving from being a company primarily oriented toward the domestic market to establishing itself as a leading player in both national and international markets. The company currently has **15 production centers**, a team of nearly **3,000 employees**, and commercial activity in **66 countries**; a reach that means **more than half of the company's turnover now comes from international markets**, with a significant presence in the United Kingdom, France, Germany, and the United States, among others.

The success of this expansion reflects the evolution of Noel's business model, **moving from a small company dedicated exclusively to the manufacture and distribution of cured meats to becoming a global food group**. Without abandoning its core meat business, the company's strategy focuses on offering **high value-added products through a firm commitment to diversification** into new categories—such as ready meals, creams, *gazpachos*, or natural juices—and consolidating a growth model that integrates quality, innovation, and maximum agility to respond to new market needs.

Sustainability as a strategic pillar

Noel's commitment to the environment is also reflected in its participation in the trade fair. For another year, the company has been recognized with the **"Sustainable Event aligned with the SDGs"** certification, awarded by **Bureau Veritas**. This prestigious seal endorses a model of planning, design, and management of the stand based on strict environmental, social, and economic criteria, applied transversally from the assembly phase to the dismantling of the fair.

To achieve this milestone and move towards carbon neutrality, Noel has implemented measures such as **eco-design using recycled and recyclable materials, as well as energy efficiency criteria**. This positive impact also translates into an economic and social return, prioritizing the hiring of local suppliers, applying diversity criteria within the team, and ensuring the donation of surplus food to local charitable organizations.

Furthermore, in this 2026 edition, Noel has also been honored within the **#UNITEDFORSUSTAINABILITY** project as a **"Company with Sustainable Initiatives"**. This distinction, awarded by the show's organization after evaluating the company's best practices, will allow it to appear as a sustainability benchmark in the visitor's guide, the official app, and the information panels in the Alimentaria pavilions.

These honors are aligned with **Noel's sustainability strategy**, based on three pillars: environment, people, and society. On the environmental front, the company is taking firm steps toward the Net Zero 2050 goal and the responsible use of resources, backed by tangible milestones such as a **25% reduction in water consumption per ton** produced over a five-year period, or the **elimination of more than 75 tons of plastic annually** from its packaging.



In the area of people, it has been recognized with the **Great Place to Work** certification, a prestigious accolade in people management thanks to the high rating from its employees. This certification highlights a corporate culture based on aspects such as credibility, respect, and camaraderie. Simultaneously, Noel has also received the **Verified Wage Gap** certification granted by **AENOR**, which accredits that the organization effectively applies the principle of equal pay between women and men, ensuring there are no wage differences based on gender. Regarding talent promotion, Noel has driven more than 55,000 hours of training through Noel Academy, its internal development platform.

Regarding the third pillar, society, the company stands out especially through the contribution of its foundations: the **Fundació Albert Bosch**, dedicated to medical research into childhood cancer, and the **Fundació Maria Rosa Sans**, which since its creation has boosted the academic careers of young students in La Garrotxa through scholarship programs.

NOEL STAND LOCATION AT ALIMENTARIA 2026

Noel's stand is located in Intercarn, the hall dedicated to meat, situated in Hall 3, Level 0, Street C, Stand 130.

NOEL PANEL DISCUSSIONS AT ALIMENTARIA 2026

DAY	HOURL	PLACE	TITLE	SPOKESPERSON
Wednesday, March 25th	10:15h – 11:30h	Auditorium - The Alimentaria Hub	'De Cerca', el punto de encuentro de las directivas cárnicas - Roundtable	Maria Sánchez, Corporate Marketing Director at Noel
Wednesday, March 25th	10:30h – 11:45h	INNOVAL Room by CaixaBank - The Alimentaria Hub	IA en la industria alimentaria: de la receta a la producción' - Roundtable	Jaume Planella, Corporate R&D&i Director at Noel



About Noel

Located in Sant Joan les Fonts (Girona), Noel Alimentaria is a fourth-generation family-owned food group specializing in the production and distribution, both nationally and internationally, of cooked and cured ham, charcuterie, fresh meat and processed products, ready meals, pizzas, vegetable creams, and juices, among others.

With a workforce of more than 2,700 people, 15 production centers across Spain, and commercial activity in 66 countries with a presence in major retail, the company's purpose is to sustainably promote people's development through food. It achieves this by offering consumers products that meet four fundamental pillars: health, convenience, enjoyment, and sustainability.

For more news from Noel, visit its [Newsroom](#).

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