

Noel closes a record-breaking Alimentaria with 110,000 visitors and consolidates its role as a driver of innovation

Sant Joan les Fonts. March 26, 2026. Alimentaria-Hostelco 2026 has closed a record-breaking edition with more than 110,000 visitors, in which Noel Alimentaria has presented proposals focused on two of the sector's main trends: clean label and convenience.

In this context, the company has completely eliminated preservatives from its Delizias Al Corte range and is promoting products with up to 99% meat content with the new Delizias Asados range, aimed at greater transparency and an improved nutritional profile.

At the same time, it has strengthened its offering with new solutions designed to make everyday life easier without compromising on quality: the ready-to-cook line, consisting of fresh meat preparations that only require final cooking, and the ready-to-eat line, low-temperature cooked options that are ready to heat in just a few minutes and enjoy.

In parallel, Noel has had a prominent presence in the official programme of the trade fair through various interventions. On the one hand, Maria Sánchez, Corporate Marketing Director, participated in the round table "De Cerca, the meeting point for women executives in the meat sector." On the other hand, Jaume Planella, Corporate Director of R&D&I, took part in the session "AI in the food industry: from recipe to production," focused on the application of artificial intelligence in product development and production processes.

About Noel

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

With a workforce of more than 2,700 employees, 15 production centres across Spain and operations in 66 countries with a presence in large-scale retail, the company's purpose is to sustainably promote people's development through food. It does so by offering consumers products that meet four fundamental principles: health, convenience, enjoyment and sustainability.



Photo release

For further information, please visit Noel's [press room](#).

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