

DIA introduces 'Al punto', its ready-made food brand



The company's selection of products will now include this new range of 30 ready-made meals.

The products are now available in the snacks section of over 4,000 DIA supermarkets across Spain.

Madrid, 7 October 2020. DIA launches a new range of ready-made food to meet the needs of its customers who increasingly opt for this alternative. With the brand name 'Al punto', the company has added 30 new high-quality recipes of ready-made meals to its product range, with the aim of diversifying its selection.

This new family of ready-made food includes new and exciting recipes such as almond gazpacho and teppanyaki gyozas, in addition to traditional Mediterranean dishes such as salmorejo, Spanish omelette, and ham croquettes.

Precooked meals, such as barbecue ribs and chicken thigh served with potatoes, form a large part of the 'Al punto' family. These meals are sold in microwave- and oven-safe dishes that can be heated up in minutes.

"At DIA, we are 100% committed to going the distance for our clients, and this means adapting to their current needs and making their lives easier. With this in mind, the company is constantly evolving and transforming. This, among other lines of action, leads us to improving our selection

with new products and solutions. 'Al punto' represents DIA's commitment to high-quality ready-made food. The range offers alternative convenience food and brings our customers diverse meals to help them save time," commented Marek Adam Bona, Commercial Director of DIA Spain.

DIA has collaborated with 13 new suppliers across Spain to develop and launch the new range of 'Al punto' ready-made food. Working closely together, they have breathed new life into the company's selection of products and adapted it to customer demand.

What's more, with the aim of promoting the 'Al punto' brand to its customers, the company will launch weekly offers on the main products in the range.

These products in the new range are now available for customers to buy at all DIA Spain supermarkets or online via the dia.es website and through the Glovo app to be delivered to the comfort of their own homes.

[See the image gallery here](#)

#Let'sThinkAboutEveryone

DIA Group

(Distribuidora Internacional de Alimentación [International Food Distributor]) is a leading local supermarket chain, with 6,626 shops and franchises in Spain, Portugal, Brazil and Argentina. DIA is primarily supplied by local suppliers and meets the day-to-day food needs of over 20 million loyal customers, thanks to the commitment of its 39,000 employees across the globe.

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