

# DIA

## DIA signs up Daniel del Toro for its "Cooking with DIA" programme



*"Cooking with DIA" was created to brighten up our consumers' everyday lives during the pandemic and to promote healthy eating.*

*Daniel del Toro represents the company's values of local presence and commitment to the community.*

*The famous chef will be making three contributions a week.*

**Madrid, 11 February 2021.** DIA has secured the services of Daniel del Toro as a collaborator in its "Cooking with DIA" programme, the virtual showcase for recipes and culinary tips that the supermarket chain started during the pandemic on its social media platforms, together with the specialised website DivinaCocina.es, and which has already attracted more than 1.5 million followers to all their channels. The one-time competitor on MasterChef 4 has been chosen to represent the company's defining values of local presence and commitment to the community.



*"DIA, Divina Cocina and I have something very important in common: our appreciation for locally sourced products and for simple, healthy recipes that always turn out well. I am convinced that "Cooking with DIA" is going to become a popular favourite", asserted Del Toro.*

The result of this collaboration, "Cooking with DIA" kicks off every Monday with the chef revealing to his fans a useful tip that will make their time in the kitchen easier and more enjoyable.

As a part of its transformation process, DIA is making a strong commitment to fresh produce, responding to customer demand and contributing to healthy eating. That's why "Cooking with DIA" dedicates Wednesdays to the health of its followers and presents, in addition to Del Toro, "The benefits of fresh food", a feature reminding us of the importance of including fruit and vegetables in our daily diet.

DIA's cookery programme finishes off the week with a video on Fridays of "The chef's recipe of the week", cooked with DIA products, in which the renowned chef demonstrates simple dishes prepared in easy steps with seasonal products.

"Cooking with DIA" was created after more than a year of collaboration between the company and Divina Cocina, one of the most followed cookery channels on a national level, with which it has created simple recipes to brighten up the day-to-day lives of its consumers during the pandemic and to encourage healthy eating.

**#Let'sThinkAboutEveryone**

#### **Divina Cocina**

The [DivinaCocina.es](https://www.divinacocina.es) cookery channel is a point of reference both in Spain and in the Spanish-speaking community worldwide, with an average of 10 million visits per month and more than 4.5 million followers on social media. DivinaCocina.es has a collection of more than 4,000 recipes, along with tips and techniques of Spanish and international cookery, all prepared with simple ingredients and with ideas that range from the traditional to the latest culinary trends.

#### **Closer every DAY**

DIA (Distribuidora Internacional de Alimentación) is a leading local supermarket chain, with close to 6,200 stores and franchises in Spain, Portugal, Brazil, and Argentina. With the commitment of its more than 39,000 employees around the world as well as its suppliers, who are primarily local, DIA offers the best product offering and service to its more than 20 million customers.



**PRESS**

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