

DIA

DIA launches its most traditional *horchata*



The company has updated the recipe and packaging behind the region of Valencia's most typical soft drink.

DIA's horchata is made using the techniques employed by master horchata makers.

DIA continues to move forward with its New Quality project.

Valencia, 18 June 2021. DIA continues to make progress on its own-brand transformation with the launch of new products, such as the tiger nut based soft drink *horchata*. The company has tweaked the traditional recipe to achieve a high quality product with packaging that is true to the Mediterranean style.

"At DIA we are immersed in the process of renewing our own brand so as to offer New Quality products in terms of texture, flavour and the amount of raw materials used. José Manuel Blanco, sales director of fresh produce at DIA Spain, states "We have researched the ideal horchata formula and have found a supplier that offers us a traditional, very high quality product".



The new recipe uses the techniques employed by traditional master *horchata* makers in Valencia. After a meticulous selection of the raw materials in a factory on the shores of the Mediterranean, the third generation of a family of *horchata* makers extracts the fat in the same traditional way as for fresh drinks, meaning that DIA's tiger nut *horchata* contains 2.5% fat, giving it an intense flavour.

DIA's new *horchata* recipe contains less sugar than the market average, making it the perfect refreshing drink on hot summer afternoons.

As well as improving the drink's formula, the company has also designed some new packaging inspired by the classic ceramic tiles from Manises (Valencia) in shades of blue that conjure up images of the Mediterranean sea. There are four different designs that together make a puzzle depicting a family on the Levantine coast.



The sweet company

Just as Valencian tradition states, a glass of *horchata* must always be accompanied by *fartons*, which are finger-shaped, sweet cakes. When these light, spongy cakes are dipped in the *horchata*, they absorb the flavour of the Valencian tiger nuts, making for an irresistible snack.

The *fartons* prepared in the DIA bakery are available in stores in the region of Valencia in packs of 5.



About Mercader Horchata

Mercader is a family-run company that was set up in 1967 in the centre of Valencia with its headquarters in Paterna. It makes *horchata*, natural iced drinks, smoothies and cocktails. Each year the company produces over five million litres of *horchata*, which is distributed to 15 countries.

DIA - Closer every day

Distribuidora Internacional de Alimentación is a leading network of neighbourhood supermarkets, with around 6,100 own stores and franchises in Spain, Portugal, Brazil and Argentina. Thanks to the commitment of its 39,000+ employees worldwide and its mainly local suppliers, DIA offers the best selection and service to its 20+ million customers.

PRESS

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