



Press Release

JOINT LAUNCH OF THE BRAND MI PASTA AND MINIPREÇO

Produced by Iberopasta, DIA Portugal's long-standing partner, Mi Pasta is the first pasta brand produced in Portugal to use paper packaging which reduces its environmental impact.

Lisbon, 2 July 2021 - The DIA Group, owner of the Minipreço brand in Portugal, announces that the My Pasta pasta brand, manufactured in Portugal by Iberopasta, will be launched jointly in Minipreço shops. With a wide portfolio of high quality products, the Mi Pasta brand also stands out for being the first pasta brand, produced in Portugal, with all-paper packaging, reducing environmental impact, in an innovative approach that allies tradition with the art of producing well.

Helena Guedes, commercial director of DIA Portugal, *"we have a close relationship with Iberopasta, which simplifies the development of this type of product and investment in items that bring more sustainability to the shelves of Minipreço shops. We are increasingly committed to working towards sustainability and will always be an active agent in the search for solutions that minimise environmental impact and contribute to improving our quality of life as a community. We take our share of responsibility in raising awareness of all these issues and it is with great satisfaction that we announce the launch of the Mi Pasta brand in our shops, with an innovative paper packaging that we are sure all our customers will love. We are developing more products with Iberopasta in the own brand area that we will communicate to the market in due course"*, he concludes.

For Mário Diogo Correia, CEO of Iberopasta, *"it is a great satisfaction to launch our brand Mi Pasta together with Minipreço. My Pasta combines tradition and the art of good preparation, which allows us to produce high quality pasta. We carefully select the best durum wheat varieties, obtaining a superior quality semolina that results in a premium pasta like ours. We are sure that customers in Minipreço shops will notice our all-paper packaging, which protects a top-quality product that cares for the environment and guarantees absolute satisfaction at mealtimes"*, he concludes.

Mi Pasta is a combination of traditional recipes with quality ingredients, made through a process of extrusion in a bronze mould and a slower drying method, which gives it its own identity, making it rough and absorbing seasonings better, making it an ideal solution for recipes with sauces.

Mi Pasta is already available in more than 560 Minipreço shops throughout the country.

For further information, please contact

João Mateus | Joana Varandas

Phone: + 351 93 448 57 31 | + 351 91 239 16 45

✉ jmateus@mediaway.pt | joanavarandas@mediaway.pt

CADA DIA MÁS CERCA

Distribuidora Internacional de Alimentación is a leading supermarket chain with 6,169 company-owned shops and franchises in Spain, Portugal, Brazil and Argentina. With the commitment of its more than 39,000 employees worldwide and its mainly local suppliers, DIA provides the best offer and service to its more than 20 million customers.