

DIA

DIA launches its new 'VegeDia' range of plant-based drinks



Under the name 'VegeDia', the company has launched its new private label plant-based drinks range made exclusively from natural ingredients.

The 6 products in the 'VegeDia' range contain no added sugars, sweeteners or artificial additives.

The packaging is essentially made from FSC cardboard, sourced from responsibly managed forests.

Las Rozas de Madrid (Madrid), 15 October 2021. DIA continues to move forward with the project to transform its private label by developing new products that meet consumers' current needs. The food distribution company has launched its new private label range of plant-based drinks 'VegeDia', which is now available at the company's more than 2,800 stores in Spain and in the dia.es online shop.



There are six products in the range. Soya, rice, oat and almond –in different varieties– are some of the flavours ready to win over all taste buds. All the new products have the highest percentage of raw materials on the market, they are prepared exclusively using natural ingredients and they are 100% suitable for vegans. They are also a healthy option due to their low saturated fat content and because they contain no added sugars or sweeteners.

"DIA's buying team has worked together with our suppliers to achieve plant-based drinks that taste as they should: of rice, almonds, soya and oats. With 'VegeDia', we've prioritised the large amount of raw materials in the recipes. We've used all natural ingredients in the preparation, achieving a clean recipe with no added sugars, sweeteners or artificial additives, which is the highest-quality offering on the market", explained José Manuel Blanco, Head of Fresh Produce at DIA Spain.

Sustainable packaging

'VegeDia' comes in attractive, sustainable packaging. It is produced using mainly FSC cardboard from responsibly managed forests, based on Forest Stewardship Council criteria. Moreover, the majority of materials used in the packaging are plant-based, including the lid, which is made from sugar cane.

Cada DIA Más Cerca / Cada DIA Mais Perto

DIA (Distribuidora Internacional de Alimentación) is a leading local supermarket chain, with nearly 6,000 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

Rebeca Matilla / Leyla Gallego / Pablo Ríos

Telephone: 609.41.57.21 / 616.02.51.89 / 629.20.28.52

Email: comunicacion@diagroup.com