

PRESS RELEASE
FIE 2017

DIANA FOOD LAUNCHES
**A NEW RANGE OF SOLUTIONS
DELIVERING A BRAND NEW
VEGETABLE TASTE EXPERIENCE**

Consumers strive for healthy lifestyle and eating habits but they are not ready to make any compromise on taste. Today, there is a major shift in eating experience towards authenticity, freshness from “real food”, which also applies to consumers’ packaged goods.

Attentive to those needs, we leveraged our historical knowledge and experience, and pushed the boundaries of innovation to offer the market a groundbreaking taste solution.

On the occasion of FIE 2017, Diana Food is pleased to announce the launch of a new generation of natural juice concentrates, 100% clean label, capturing the most authentic and fresh taste of vegetables, as if they were just picked from the garden or gently-cooked in the pan. This unique solution also aims at improving our clients’ industrial performance thanks to a competitive and sustainable innovation, delivering a real taste signature, with no need for other taste components.

This innovation was made possible thanks to the perfect union of our know-how, leading to a unique value for our customers. We screen the best varieties of fresh vegetables according to their aromatic profiles. Our team of agronomists ensures the best sustainable farming practices and full traceability, hand in hand with our growers, from contaminants control to the optimum harvesting time, making sure to track the best of nature. To preserve their intrinsic properties, we apply cutting-edge technology, through gentle processes rendering the original taste of vegetables. We guarantee our customers the best use of our solutions, supporting them to design winning recipes, that will deliver a unique culinary experience to consumers.

It is natural, fresh, intense, sustainable, and authentic. It is everything you need to foster consumers’ trust.

ABOUT DIANA FOOD

Diana Food offers consumer well-being solutions for the food and beverage industry. Well-being has become of foremost importance to consumers all over the world. We are committed to empower them to be active players of their own wellness by bringing them innovative, natural solutions which provide Health, Pleasure and Trust.

To do so, we carefully select raw materials – including fruits, vegetables, meats and seafood – and apply sustainable sourcing practices to all of our streams. Therefore, we offer high value clean label solutions, standardized nutritional actives and functionalities, enabling impactful product claims and a real sensory experience. Counting on our strong experience, knowledge and expertise in agronomy and industrial processes, we guarantee food safety, traceability on all of our products.

Come and learn more about it.
**Stop by booths A69 & A71
and experience the intensity
of authentic vegetables,
with tasting sessions.**