

DÍA PRESS RELEASE

DÍA Group is set to Showcase the Best Spanish Superbrands at the World's Largest Food Fair-Gulfood 2024

Dubai, UAE, Feb 2024 - DÍA Group, a leading provider of high-quality groceries and culinary delights, is thrilled to announce its participation in the upcoming Gulfood 2024, the world's largest food exhibition. With a commitment to delivering exceptional products and unparalleled customer experiences, DÍA Group is poised to captivate audiences with its diverse offerings.

Scheduled to take place from 19 to 23 of February, Gulfood 2024 will serve as a platform for DÍA Group to exhibit its finest selection of gourmet foods and specialty items. Boasting a sprawling booth at the heart of the event, attendees can expect to be immersed in a culinary journey showcasing the best that DÍA Group offers.

DÍA Group will spotlight its commitment to quality and innovation. Visitors to the DÍA Group booth will have the opportunity to sample an array of delicious products, interact with knowledgeable staff, and learn more about the company's dedication to sustainability and responsible sourcing.

"We are excited to participate in Gulfood 2024 and share our passion for food with attendees from around the globe," said Raphael Tomé, Export Director at DÍA Group. "Our presence at this prestigious event underscores our ongoing commitment to providing customers with the finest ingredients and culinary experiences worldwide."

In addition to showcasing its diverse product lineup, DÍA Group will also use the platform to network with industry professionals, forge new partnerships, and stay abreast of the latest trends and innovations in the global food market.

DÍA Group invites attendees to visit its booth at MP-B22 during Gulfood 2024 and discover the difference that quality, selection, and service can make in their culinary endeavors.

For media inquiries, please contact:

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About DÍA Group:

Grupo Dia es una red de tiendas de proximidad líder en España, Argentina, Brasil y Portugal que suma casi 5.700 establecimientos de barrio.

Más de 14,3 millones de clientes fidelizados en el mundo disfrutan de una alimentación accesible y al alcance de todos, con productos frescos y una marca Dia de gran calidad a precios asequibles. Nuestra compañía cotiza en la bolsa española desde 2011 y facturó 7.286 millones de euros en 2022.

El ecosistema de Grupo Dia es un motor económico en los cuatro países en los que estamos presentes, con una contribución al PIB de 9.274 millones en 2021.