



For the most demanding taste!

AN INNOVATIVE COMPANY
WITH A GREAT EXPERIENCE
IN PRODUCTION OF CANNED FISH
WITH QUALITY AND TRADITIONS

ABOUT US

DIAVENA is the first privately owned fish can processing company in Bulgaria. Since its establishment in 1989 until today the company stands for its values and principles. **DIAVENA** is a synonym of quality and product diversity.

The food safety and the quality of our products are **DIAVENA's** most important focus and there is why our production is certificated under IFS, ISO, HACCP, MSC. Our products have won many prestigious awards from local and foreign organizations.

For more than 30 years **DIAVENA** is one of the leaders on the local market of canned fish, which makes the company preferred and reliable partner. Following the above, **DIAVENA** manages the whole production process to obtain a top quality production from the fishing vessels, through the storage and production, until the basket of the end client.

The primary goal for **DIAVENA** during the years is to offer the best and high quality products to its customers. **DIAVENA** successfully achieve this goal by responding to the needs of its customers with products manufactured under **DIAVENA** own brands and producing under private labels. **DIAVENA** production is 100% own production, this allows the company to guarantee the products quality.

DIAVENA produces canned fish of various types of fish: mackerel, tuna, sprats, herring, salmon, sardinella, etc. The company products are available on the local and global market under several private labels.

OUR BRANDS



OUR HISTORY

2018 A new **Tuna processing plant** has been established. The capacity of the company has been increased twice.

2017 **DIAVENA** introduced an innovative new can with a transparent lid and its "**Tuna fillet in sunflower oil**" has been granted a **Superior Taste Award with 2 Golden Stars and Gold Medal**.

2016 Finalist at **Seafood Expo Global** for company with innovative products "**Cans with transparent lid**"

2015 "**Excellent SME**" certification for excellence performance by Coface Bulgaria. Certification is based on a credit report and regular monitoring conducted by Coface.

2013 **Microsoft Navision ERP system** was adopted.

2012 "**Golden Europe Award**" for quality and commercial prestige.

2011 Starting point in the export activities and penetration in the **European market**.

2010 Started production in the new plant for pates and **ready meals with meat and vegetables**.

2008 Started production of **canned tuna fish**. Implemented a management system **ISO 9001**. The production is certified according to the highest quality and traceability standards **IFS**.

2006 **DIAVENA** has build for its needs freezing storages with capacity over a **500Mt**.

2005 It was built a new plant for the production of canned fish.

1996 The first plant for **canned fish** was opened.

1993 The first production line for **canning vegetables** was opened. The main product is stuffed vine leaves.

The vision of **DIAVENA** is to create products with exceptional customer value. The company is using management and technological resources to accurately identify customer needs. It is **DIAVENA** responsibility to create innovative products, that are eco-friendly and protect the public concern.

PRODUCTS

MACKEREL The production of mackerel is the major part of the factory capacity. It is diverse in different packages corresponding to the needs of the consumers. **DIAVENA** is proud of all products, but particular attention should be paid to "fillet mackerel" and "hulled mackerel fillet". These products are specially designed for connoisseurs of a good fish can. Our main mackerel product lines are:

Mackerel fillets: in tomato sauce, in spicy tomato sauce, in special tomato sauce, with sunflower oil, in Greek sauce, fish salad, with olive oil

Special sauces: in mustard sauce, with white wine & rosemary, with lemon juice, in spicy juice

Mackerel fillets (skinless, boneless):

in tomato sauce, with sunflower oil, with olive oil, with olive oil Extra virgin

Mackerel steaks (slices): in tomato sauce, in spicy tomato sauce, in special tomato sauce, in brine, with sunflower oil, fish breakfast, fish salad,



HERRING Herring is one of the best sources of protein and other nutrients. From just 100 grams of herring, a person can get up to half of his daily required dose of protein. Our main herring products are:

Herring fillets: in tomato sauce, in spicy tomato sauce, with sunflower oil,

Herring steaks (slices): in tomato sauce, with sunflower oil,



TUNA Since 2008, **DIAVENA** became the biggest canned tuna producer in Bulgaria. The production is certified according to the highest quality and traceability standards as IFS, MSC and etc. **DIAVENA** introduced an innovative new can with a transparent lid and its products has been granted a Superior Taste Award Gold Medal, Prize pack award and many others. Our main tuna product lines are:

Tuna fillets: in brine, with sunflower oil, with olive oil, with olive oil Extra virgin, with olive oil & chili pepper, with olive oil & oregano, with olive oil & jalapeno

Tuna chunks: in brine, with sunflower oil, with olive oil

Tuna flakes: in brine, with sunflower oil, mix for salad in brine, mix for salad with sunflower oil

Tuna salads: Mexico, Western, Exotic, Italiano, Picant

Tuna PATE: Classic, Paprika, with olives



SALMON Salmon is one of the richest fish in omega-3 fatty acids. It also contains a little Omega-6 fatty acids. It is characteristic of these fatty acids that our body cannot produce them on its own, so we have to get them ourselves through food. **DIAVENA** is able to produce a different kind of salmon as fish color or other customer's needs.

Salmon fillets: in brine, with sunflower oil, in lemon juice

Salmon PATE: Classic, Paprika

SARDINES / SPRATS

Cleaned sprats: in tomato sauce, in spicy tomato sauce, with sunflower oil, smoked with sunflower oil,

Brisling sardines: in tomato sauce, with sunflower oil, with olive oil



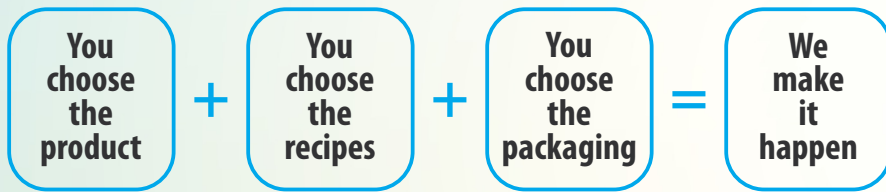
PRIVATE LABEL

Private label products are those manufactured by one company for sale under another company's brand. They are often positioned as lower-cost alternatives to regional, national or international brands, although recently some private label brands have been positioned as "premium" brands to compete with existing "name" brands. Consumer demand for such brands might be related to individual characteristics such as demographics and socioeconomic variables.

DIAVENA has great experience in the production of canned fish under private label. **DIAVENA** is an innovative company that works with the latest technologies to meet the requirements of all its customers and partners.

DIAVENA offer the widest assortment of products according to the customer's or our developed recipes and technologies, in many different types of packaging.

PRODUCTION PROCESS



QUALITY STANDARDS

With more than 30 years of experience on the market, **DIAVENA** is a symbol of quality and a high level of professionalism. During the years **DIAVENA** has received numerous certificates and awards for quality production of canned products.

CERTIFICATES



AWARDS



PACKAGINGS

CAN Ø73



Easy open
90 - 100 g



Transparent lid
90 - 100 g



Three pack
3 x 100 g

Each package used by **DIAVENA** is certified to the highest quality standards and has a guarantee for safe use in foods.

CAN Ø84



Easy open
160 g



Transparent lid
160 g



Single pack
160 g



Single pack (window)
160 g



Duo pack
2 x 160 g

CAN Ø99



Easy open
160 g



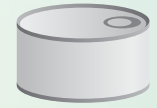
Transparent lid
160 g



Single pack
160 g



Three pack
3 x 160 g



Easy open
300 - 320 g

CLUB CAN



Easy open
115 - 125 g



Transparent lid
115 - 125 g



Single pack (window)
115 - 125 g



Carton pack
115 - 125 g

HANSA CAN



Easy open
170 - 180 g

GLASS JAR



Metal cap
200 g

LIBRA CAN



Easy open
425 g



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