



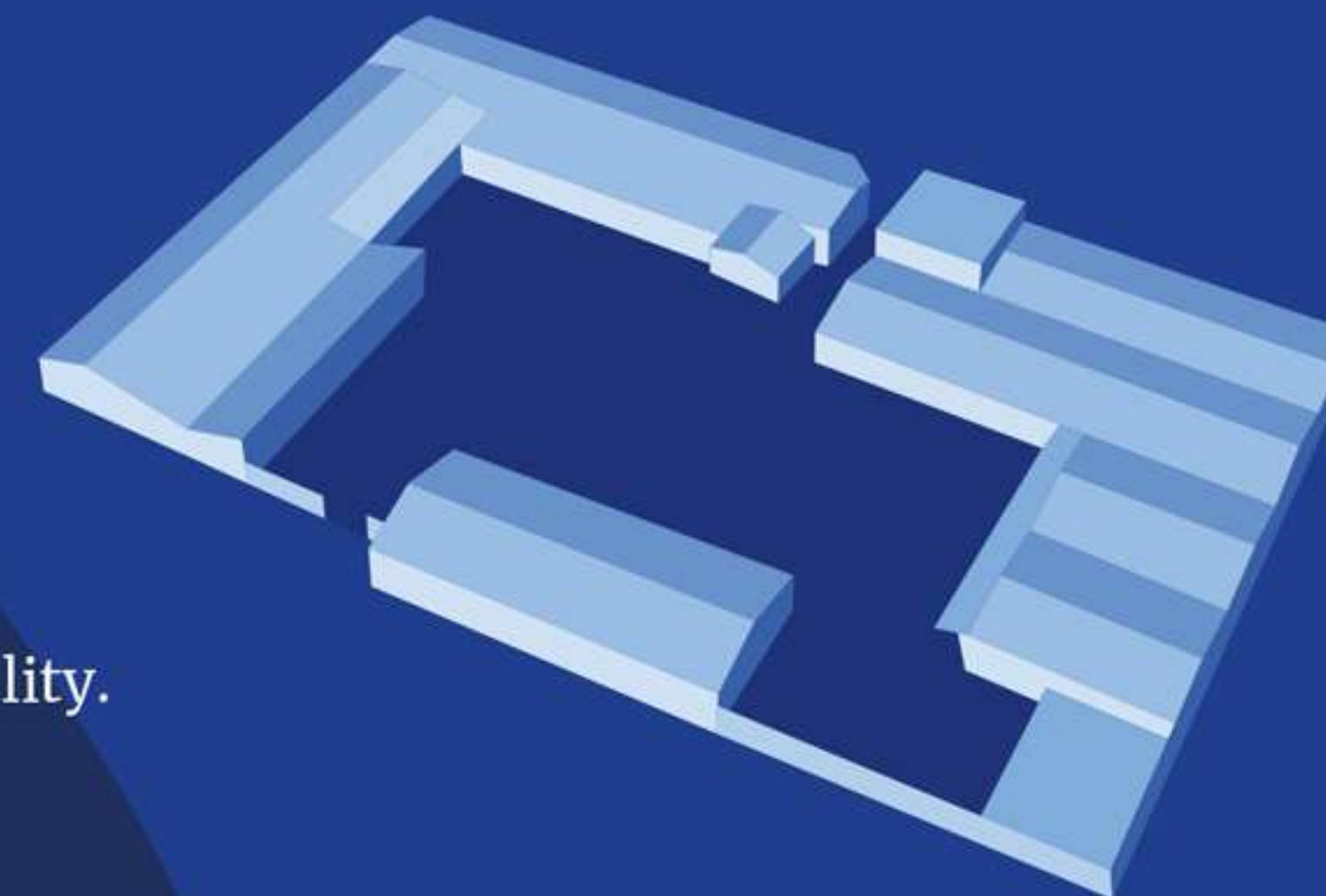
DIAVENA

A third-generation
responsible food cannery

www.diavena.com



About us



Third-generation responsibility

Letting someone prepare food for you requires trust.

Trust is strongest when the producer and client share a similar understanding of quality.

Our understanding is simple: to act with conscience and responsibility.

Every single day. For more than three decades.

We started in 1989 with a small family restaurant called Diavena, driven by the desire to produce tasty and high quality food. Over the next years, we expanded to the production of food with longer shelf life. Three decades later, we are a leading producer of canned fish for millions of people in Bulgaria and around the world.

Safety and quality have always been our main priorities. Ever since 1989, all three generations of our family have taken full responsibility for the quality and taste of each of our products. Our efforts have led to an efficient production process, tested throughout the years, and certified to the highest standards. We are proud to say that our safety measures have been taken a step further by making it possible to trace the entire path of our products – from the fishing boat to the consumer basket.

For three decades, we have believed in the principle of having principles and living up to them. That is why we:

Take full responsibility

for our production, our relationships with our partners, and our impact on the environment. At the end of each day, our goal is to know that we have given our best. We are increasingly focusing our efforts on reducing our environmental impact. In fact, we produce 60% of the energy we use through photovoltaic panels.

Take an individual approach to everyone we work with

We accommodate our partner's preferences by customizing our product offerings to their needs.

Take pride in our family-owned company

This has defined us throughout all these years, and we have no intention of changing that. We believe in our capabilities and our journey so far proves it.



DIAVENA

Key facts

PRODUCT DIVERSITY

- Over 400 SKUs in our portfolio
- Top-quality and development of traditional and innovative recipes
- DIAVENA uses raw materials that have been caught respecting sustainable fisheries management

INTERNATIONAL MARKET OPERATION

- 75% of the produced goods are present in 11 countries of the EU
- The rest 25% are exported outside the European Union
- We are continuously researching and developing possibilities for new strategic partnerships

SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

- We constantly improve and encourage decarbonisation internally and with our partners
- 60% of the consumption of electricity is generated in-house
- Waste treatment is guaranteed by the implemented systems and modern waste treatment plant
- We have the responsibility towards our team in order to guarantee workplace safety and create an environment where people matter

OUR BRANDS



Products

Mackerel Cutlets



- In tomato sauce (fillet 180g / cutlet 160g)
- Fish salad (fillet 180g / cutlet 160g)
- In spicy tomato sauce (fillet 180g / cutlet 160g)
- With sunflower oil (fillet 170g / cutlet 160g)
- In a special tomato sauce (fillet 180g / cutlet 160g)
- In greek sauce (fillet 180g)
- With olive oil (fillet 170g)
- Fish breakfast (cutlet 160g)
- In brine (cutlet 160g)

Mackerel Fillets



Premium Mackerel Fillets skinless & boneless (115g)

- With sunflower oil
- With olive oil



Mackerel Pieces (425g)

- In tomato sauce
- With sunflower oil
- In brine



Products

Tuna Fillets (160g)

- In brine
- With sunflower oil
- With olive oil



Tuna Fillets Jar (200g)

- In brine
- With sunflower oil
- With olive oil



Tuna Fillets Duo Pack (2 x 160g)

- In brine
- With sunflower oil
- With olive oil



Tuna Salads (160g)

- Italiano
- Asian
- Mexico
- Red Quinoa



Sardines (115g)

- In tomato sauce
- With sunflower oil



Tuna Chunks (160g)

- With sunflower oil
- With olive oil



Herring Fillets (170g)

- In tomato sauce
- With sunflower oil



Private label

DIAVENA has great experience in the production of canned fish under private labels. The company is using management and technological resources to accurately respond to our customers and partners needs.

DIAVENA combines innovations with years of experience to offer our clients an unlimited amount of product options. Our broad variety of raw materials, packaging, and recipes allows a wide choice of combinations for your perfect products.

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 a lot of certificates and awards for quality production of canned fish products.



Packagings

Can Ø73



Easy open
90 - 100 g



Transparent lid
90 - 100 g



Three pack
3 x 100 g



Duo pack
(shrink wrap)
2 x 120 g



Easy peel
90 - 100 g

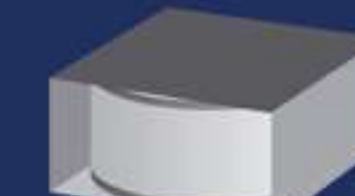
Can Ø84



Easy open
160 - 185 g



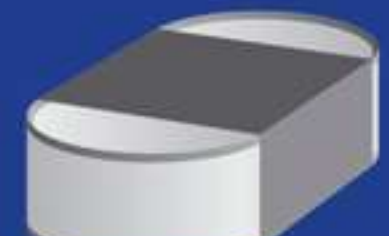
Transparent lid
160 - 185 g



Single pack
160 - 170 g



Single pack (window)
160 - 170 g



Duo pack
2 x 160 g

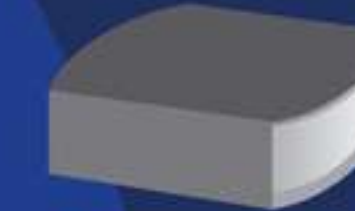
Can Ø99



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



Three pack
(shrink wrap)
3 x 125 g



Carton pack
115 - 125 g

Hansa Can



Easy open
170 - 180 g

Glass Jar



Metal cap
200 g

Libra Can

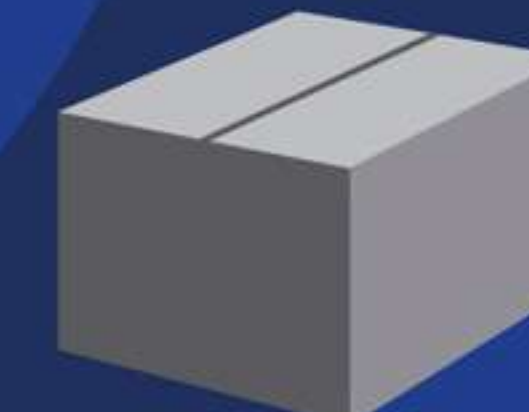


Easy open
425 g

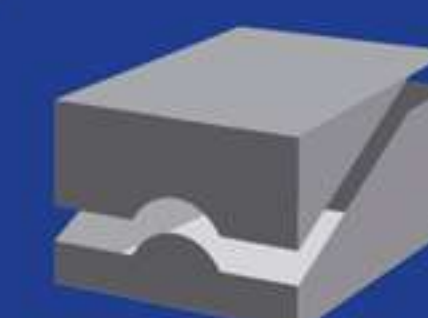
Boxes



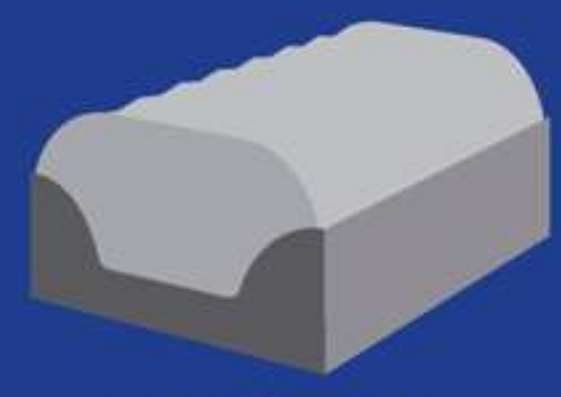
Shrink wrap stack



Carton box



Shelf ready carton box



Shelf ready
carton tray
+ shrink wrap

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

Partners

AMPEREL

In the dynamic business environment, our exclusive distributor is Amperel Ltd.

The company develops its own direct distribution network with national coverage in all distribution channels, which is based on 11 distribution centers throughout the country, each of which includes an office part and a warehouse base.

Amperel is a carefully selected partner with a proven reputation in the distribution sector, highlighted by their unwavering commitment and quality of task execution.

Their deep understanding of market dynamics and customer approach aligns perfectly with our values and mission to be present in a large number of locations and our products have the chance to reach the maximum number of customers.

Their dedication to fostering strong relationships with retailers and customers ensures that our product receives the visibility and reputation it deserves.



Production of high-quality products has always been DIAVENA's major priority. DIAVENA is striving to provide high-quality products to its customers and to build reliable and trustworthy relationships with its partners. The company is committed to keeping its position on the market as a reliable partner producing high-quality, irresistibly delicious, and healthy canned fish products and canned ready meals. DIAVENA works to satisfy the most demanding tastes with high-quality products.

Let us prove that DIAVENA puts the customer at the top of its priorities. With our professionalism, experience, and motivation you can be sure that the result is always a tasty dish.





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