

Hudisa Showcases the Value of Processed Soft Fruit at the Heart of European Trade at World of Private Label 2026

The Andalusian company will exhibit on 18 and 19 May at the world's leading private label trade show in Amsterdam.

Lepe (Huelva), Friday 15 May 2026

Andalusian company Hudisa announces its participation in the 2026 edition of the international **World of Private Label** trade show, taking place on 18 and 19 May at the RAI Amsterdam exhibition centre. Specialising in processed fruit solutions — purées, concentrates and frozen fruit — Hudisa reinforces its internationalisation strategy and once again positions itself at the epicentre of European business networking for the private label channel.

With sustained growth — the company processes more than 20 million kilograms of soft fruit per year and operates across three product ranges (Conventional, Babyfood and Organic) — Hudisa arrives at the show with a clear objective: to expand its presence in key European markets (Germany, France, the Netherlands and the Nordic countries) and forge strategic partnerships with private label distributors.

“Our catalogue is ideal for brands looking to differentiate themselves through healthier, naturally sourced formulations. Private label has evolved considerably in Europe, and today many retailers are looking for premium, locally sourced and sustainable products. That is precisely where Hudisa can deliver outstanding value.”

— Joaquín Malagón, CEO, Hudisa

The World of Private Label show, organised by the *Private Label Manufacturers Association* (PLMA), has established itself as one of the most important business platforms in the European food industry, bringing together manufacturers, retailers and wholesalers from the private label channel. This edition gives Hudisa the opportunity to present not only its product catalogue but also its production processes, defined by traceability, sustainability and rigorous quality control.

“World of Private Label is a unique opportunity to demonstrate to the European market the quality and sustainability of our processed fruit solutions, and to connect directly with the key decision-makers in the private label channel.”

— Joaquín Malagón, CEO, Hudisa

Andalusian Roots, European Ambition

Based in Lepe, Hudisa was born from the collaboration of 19 soft fruit farming cooperatives, giving it full control over the supply chain — from field to factory. The company holds leading international

certifications in quality and food safety, strengthening its appeal as a supplier to private label brands operating in demanding markets.

The organic range and circular economy innovation are two of the cornerstones of Hudisa's business model. Its participation in the show will reinforce this positioning while exploring formulation and labelling approaches gaining momentum across Europe: plant-based ingredients, functional profiles and clean-label solutions.

“Our participation allows us to identify new consumer trends, anticipate distributor demand and adapt our offering to the needs of the international market.”

— Joaquín Malagón, CEO, Hudisa

Networking, Innovation and International Growth

At the show, Hudisa will hold commercial meetings, present its product ranges and work with international buyers to explore how its formats and products can be tailored to the European private label channel. These direct interactions allow Hudisa to sharpen its value proposition, adapt its formats to retail channel requirements and extend its distribution network beyond Spain.

“This show opens the door to strategic partnerships with European retail chains seeking natural, traceable ingredients — reinforcing our commitment to innovation and sustainable growth.”

— Joaquín Malagón, CEO, Hudisa

About Hudisa

Founded in 2002, Hudisa processes and markets purées, concentrates and frozen fruit (strawberry, raspberry, blackberry and blueberry) sourced from the province of Huelva. With more than 1,000 associated farmers, over 150 members of staff and a production capacity of up to 350 tonnes per day, the company has established itself as the leader in Southern Europe in its segment.

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