



PRESS RELEASE | SEPTEMBER 2026

DAT'CHA introduces DAQAL at SIAL Paris 2026

In their first joint appearance, DAT'CHA will introduce DAQAL, a new premium generation built on the same Tunisian expertise in Deglet Nour dates.

Hammamet, Tunisia - September 2026

Hammamet International Trading will bring DAT'CHA and DAQAL together for the first time at SIAL Paris 2026. Their joint presentation connects an emblematic brand established in Europe with a new premium identity created to support the company's international development.

DAT'CHA has built its position around Tunisian Deglet Nour dates and long-term customer relationships. DAQAL grew from that experience. It preserves the same origin and quality standards while expressing them through a more contemporary, distinctive and premium identity.

Within this story, DAT'CHA is the established parent brand. It introduces DAQAL to international buyers and passes on the credibility earned season after season. The two brands are not intended to replace one another. They offer complementary expressions of the same expertise.

"DAT'CHA has established trusted relationships with our European customers. DAQAL gives the same expertise a contemporary premium expression. Presenting both brands together at SIAL reflects the continuity of our development."

Omar Chehida, Managing Director of Hammamet International Trading

This expertise is particularly reflected in pitted Deglet Nour dates, one of the company's flagship products. HIT can supply new-crop pitted dates from October, with sorting adapted to each market, flexible formats and private-label solutions. Visitors will be able to discover both product ranges and discuss trial orders or complementary supply arrangements.

SIAL PARIS 2026 | 17-21 OCTOBER 2026 | HALL 8 - AISLE F - STAND 049

About Hammamet International Trading

Founded in 2014 and building on three generations of family expertise, Hammamet International Trading is a fully export-oriented Tunisian company specializing in Deglet Nour dates and extra virgin olive oil. It supplies conventional and organic products under its own brands and through private-label solutions.

Press and commercial contact

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