



Embutidos Hortanco presents its PGI Chistorra de Navarra at SIAL Paris 2026



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Embutidos Hortanco will participate for the first time as an exhibitor at **SIAL Paris**, one of the world's leading international food trade shows. With this participation, the company aims to increase the international visibility of its brand and products, establish new business contacts and explore opportunities in new markets.

About Embutidos Hortanco

Embutidos Hortanco is a **family-owned Spanish company with over 80 years of experience** in the traditional production of charcuterie. The business is currently managed by the third and fourth generations of the founding family.

The company specialises in **chistorra**, one of the most iconic products of its region. Made with natural casings, high-quality pork and paprika, Hortanco's chistorra is produced **without additives, colourings or preservatives**. It is also **gluten- and lactose-free** and available in both mild and spicy versions.

Embutidos Hortanco, S.L.
Pol. Ind. La Nava, calle G, 16
31300 Tafalla, Navarra
Spain
www.embutidoshortanco.com



At SIAL Paris, the company **Chistorra de Navarra PGI**, a character and identity of this Hortanco is a proud member of the **PGI Chistorra de Navarra** collective mark.

will particularly showcase its product that represents the traditional Spanish speciality. Embutidos

Hortanco's commitment to quality has also been recognised through several awards, including **Best Chistorra in Navarra in 2012 and 2014** and the **Best of 2024 award at Gourmet Selection Paris**. The company also holds the **Reyno Gourmet** quality label and the **Artisan Food of Navarra** designation.

A tradition with international ambitions

Participation in **SIAL Paris** marks another step forward in Embutidos Hortanco's internationalisation strategy. The company will use the event as an opportunity to meet importers, distributors and food industry professionals interested in high-quality traditional Spanish charcuterie.

Embutidos Hortanco will be exhibiting at SIAL Paris to present its products and latest developments to international food professionals.

For more information:

Erika Escobar

E-mail: export@embutidoshortanco.com

Ph.: +34 602 258 852

www.embutidoshortanco.com

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