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DIAVENA launches new fresh and modern packaging format – On-the-Go Tuna Fillet Packs

DIAVENA is the first privately owned company in Bulgaria for processing canned fish products. From its establishment in 1989 until today, the company has stood for its values and principles. Over the last three decades, DIAVENA has grown from a small family business into a leader in canned fish production, recognized not only in Bulgaria but around the world.

At PLMA 2026, DIAVENA will present its brand-new product line – tuna fillet in individual 80g packs, specially developed for an active lifestyle. The packs will be available in three flavors, tailored to the needs of fitness enthusiasts, athletes, and consumers who follow balanced diets.

The new packaging is light, practical, and convenient, designed for quick consumption “on the go” – at work, during training, or while traveling. Tuna is a natural source of high-quality protein and omega-3 fatty acids, essential for recovery, energy, and overall health.

With this innovation, DIAVENA responds to the growing demand for healthy and convenient food solutions that do not compromise on taste or nutritional value.

“Our goal with this new product line is to give consumers more freedom and convenience, while ensuring superior taste and quality. We believe this format will become the preferred choice for active people,” the company comments.



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