



# Hida Alimentación.



## FOOD SECTOR

### **Hida Alimentación S.A.**

Hida Alimentación Group

Mula, Murcia, Spain

>> shrinkwrappers

SMIFLEXI SK450T - LSK35T

>> multi-packer

SMIFLEXI MP 300



## ▪ Murcia: the garden of Europe

In the enchanting region of the autonomous community of Murcia, in the south-eastern part of Spain between Andalusia, Castilla-La Manche and Valencia, on the coast of the Mediterranean Sea, is where the greatest vegetable production in Europe is carried out. It is no coincidence, in fact, if Murcia is described as the "garden of Europe". Farmers and agro-processing companies operate in an ideal environment, benefiting from this region's excellent micro-climate. The dynamic and competitive farms in Murcia produce and market various types of products such as wine, rice, olive oil, lemons and paprika. In turn, companies manufacturing canned food, juices, beverages and frozen foods contribute to create one of the most active and innovative industrial districts of Europe. Hida Alimentación S.A. operates in the center of this great and fertile environment. Over 56 years of operation, together with continued investment in new production technologies, have brought this Spanish company to win a leadership position in domestic and international markets. To support the growth of turnover, Hida has chosen to install two new shrinkwrappers of the Smiflexi SK and LSK series and a sleeve packer of the MP 300 series that allow the Spanish company to greatly improve its productive efficiency.

# Technological innovation in support of traditional cuisine

■ Founded in 1954 in the city of Murcia, Hida Alimentación is a company that manufactures canned vegetables, the turnover of which was around 14 million Euros in 2010. In recent years the company has experienced a booming business, achieving a leadership position in the Spanish market (Nielsen 2010) in the production of "Tomate frito casero", characteristic fried tomato-based sauce. The Spanish company also focuses on the processing and production of a wide variety of homemade products such as "pisto, cebolla frita, zarangollo (zucchini and onion), asadillo, gazpacho, cabello de angel";

to complete the range there is a line of fried tomato-based organic food, zucchini and roasted peppers with fried tomato.

Sauces and preserves with the Hida brand are manufactured using traditional methods with quality fruit and vegetables, carefully selected among the best varieties provided by the local crops and harvested at the right point of maturation. The supreme quality of the finished product is achieved thanks to a careful process of transforming the "raw material", which includes the use of extra virgin olive oil as key element of the Mediterranean diet (healthy, balanced and free of cholesterol).

The high quality of Hida products has allowed the company to achieve significant awards reflecting the happy "marriage" between genuine food, quality of raw material, technological innovation and industrial production.



# Advanced systems

for greater operating flexibility



Packaging machines Smiflexi LSK 35T, SK 450T and MP 300 have fully met Hida's expectations in terms of versatility and flexibility, as they are able to switch quickly from one type of format to another and can be easily adapted to future processing of new products, formats and packages. All SMI packer models of the Smiflexi series are especially suitable for multi-product and multi-format bottling

Over the past six years, Hida Alimentación has completed an ambitious process of modernization of its production lines, focusing strongly on technological innovation of machines and plants. Thanks to corporate management's farsighted choices, this process of innovation has allowed Hida Alimentación to greatly expand and develop its market share, without compromising the "artisanal" quality of its food products. To complete this innovative process, the Spanish company has recently

started production in the new factory of Mula, which occupies an area of over 22,000 m<sup>2</sup> and is equipped with the most advanced technologies for the processing of fruit and vegetables and the production of sauces, preserves and other fruit & vegetable-based products. With its growing production capacity and consolidated distribution and logistics network, Hida Alimentación has become a reference point at national level among the brands manufactured in the Mula plant.



- The “night of the drums”

In the city of Mula, in the autonomous community of Murcia, on the night of “Holy Tuesday” the drum becomes the protagonist and does not rest until the following day. It is the “night of the drums”, a traditional festival dating back to the mid-nineteenth century, open to anyone who wants to participate and has a drum.

The players usually wear a black robe and, sometimes, a hood.

The rumble of the drums begins at midnight of the “Holy Tuesday” in the square of the Municipality of Mula; from that moment, the sound of the drumming marks the rhythm of the city until four in the afternoon of the next day.

The large participation of the local people and tourists creates a spontaneous show of all types of players, who compete in a test of skill and endurance.



lines, where switching from one process to another must be simple, fast and affordable.

For over fifty years Hida Alimentación has given prominence to the satisfaction of needs and tastes of its customers, customizing recipes,

containers and packaging. To propose an innovative and impressive packaging, representing the best brands of the group, the Spanish company has chosen the Smiflexi cardboard sleeve packer of the MP series, which is dedicated to packaging 500 gr. and

# HIDA ALIMENTACIÓN



6 oz. tinplate cans in 1x3 and 1x2 collations. The machine chosen by Hida is very versatile and can also pack bottles, cartons and plastic, metal and glass jars in various types of pack at speeds up to 300 pack/minute (depending on the type of container and format selected).

Even a Smiflexi shrinkwrapper, model LSK 35T, has been installed inside the same production line, which packages the 1x3 and 1x2 packs - arriving from the MP 300 - in the 8x3 and 8x2 collations in tray+film. The same shrinkwrapper is also able to pack cans, bottles and glass jars

## ■ Awarded for excellent quality

Total quality is one of the underlying ideas of Hida Alimentación's "mission", as demonstrated by ISO-9001:2000 (Quality Management System) and ISO 14001:2004 (Environmental Management System) certificates. Quality, tradition and recognition are ideally and expertly blended to achieve total customer satisfaction. Among the most important awards received by the Spanish company, recently settled in Mula, it is worth quoting:

- EROSKI award for Best Product in the region of Murcia (2001)
- CARREFOUR award for the best small/medium-sized business in Murcia (2001)
- FOOD PROCESSING QUALITY award for the best innovations and research (2004)
- MERCURIO award for industry in the region of Murcia (2005)
- TASTE OF THE YEAR recognition for the Gazpacho product (2009)
- Prize of the Murcia region for ENTREPRENEURIAL EXCELLENCE (2010).



in various collations (for example 8x5 and 5x2 in tray only) or 3x2, 4x3, 5x2 or 6x4 in tray+film for the 500 gr. or 12 oz. tinplate cans. In the second bottling line of the new plant in Mula, Hida Alimentación has decided instead to install a Smiflexi 45 pack/minute packer, model SK 450T, suitable for packaging cans, bottles and glass jars in various tray + film or tray only collations. The packers of the SK series, available in a wide range of models in single lane and double lane version, are equipped with an electronic product-grouping system and automatic format changeover.

## ■ Murcia: the “kitchen garden”

The region of Murcia can boast a gastronomic tradition that represents the meeting point among products of exceptional quality and innovative recipes, the result of the culinary influences of the many peoples who have inhabited this region over the centuries. The size and geographical diversity of Murcia is expressed in a variety of recipes that include the use of fish and seafood from the Mar Menor and the Mediterranean Sea, fruits and vegetables, meat, traditional sausages as well as the excellent wines. Even rice-based dishes, sausages, preserves, dried fruit, herbs, fruits and desserts stand out in the gourmet cookbook of the community of Murcia. Talking about Murcia gastronomy is to speak of garden products, especially vegetables, present in most of its traditional dishes. In this “gourmet paradise” you can taste: fresh fried broad beans with onions; dried broad beans boiled in the famous michirones (stew of broad beans with ham, small salami, bacon and spices); fresh garlic, present in almost all stews (which can also be prepared sautéed with Swiss chard or in a



frittata); thistle in almond sauce; zarangollo (zucchini and onion pie); artichokes; roasted pepper in a salad; gazpacho (made with various vegetables: tomatoes, red peppers, green peppers, cucumber, onion, garlic and olive oil); the regional pisto made with tomatoes, green and red peppers, eggplant and zucchini; the asadillo, containing red peppers to be oven roasted, and red tomatoes, garlic, cumin and olive oil, which are used for the sauce to mix with the peppers.

