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El Almendro Nougat Sticks, one of the 100 Best Ideas of 2018

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This product of the brand El Almendro, which is under the umbrella of the Delaviuda Confectionery Group, contributes to "breaking with the moulds of traditional nougat consumption".

For *The Almond* your commitment to innovation is rewarded. The *Nougat Sticks* of the brand have been recognized as one of the most important **100 Best Ideas for 2018** in the 42nd edition of the annual Actualidad Económica Awards. These awards "recognise the most innovative and original companies, products or services of the year which, thanks to these factors, contribute to the generation of wealth in our country from different sectors," said the brand in a statement.

Confectionery Group were the great novelty of the company last Christmas. At that time the brand surprised consumers with an unprecedented way of consuming nougat, a feature that has encouraged the reference to position itself as the first innovative product in the food category of this ranking of ideas.

Nougat Sticks is available in three different flavors: *Traditional*, *Caramel Salt* y *Caramel with Milk Chocolate* varieties that turn it into a product that "**breaks with the moulds of traditional nougat consumption** through a new format", ready to consume.

"In Delaviuda we continue to bet on **to lead Christmas** through innovation, so that our brands connect with all consumers. This year, we have broken molds with new and disruptive products that offer a different way to enjoy the flavors of Christmas. We are very proud to receive this award and it is an important incentive that recognizes the efforts of the entire Group", said Manuel López Donaire, CEO of **Delaviuda Confectionery Group**.

According to the multinational, moreover, this innovation "has achieved the following **leadership in the innovation ranking of the nougat sector** by positioning itself with its three references of *Nougat Sticks* in **three first places of last Christmas campaign** according to data from the IRI consulting firm".

[Further information in the private contents of \[sweetpress.com\]\(http://sweetpress.com\) and in the printed edition of *Dulces Noticias...* and somewhat more num. 363 \(May 2019\)](#)

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