

DULCILIGHT

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Foundation year: 0

Country: ES

Web: <https://dulcilight.com/>

Dulcelight is a company dedicated to creating sweeteners with natural flavors, grainy texture and suitable for diabetics.

DESCRIPTION

Origin

At the heart of every great story, there is a moment of transformation, and for Dulcilight, that moment materialized on February 21, 2009. That day, Rosa was at the crossroads of celebration and worry: it was her birthday. husband Victor, who had been diagnosed with diabetes. Hoping to protect her health, Rosa prepared a cake with sweetener, but the taste did not meet expectations, leaving a void in both her palate and her soul.

At dawn the next day, with the determination that only love and necessity can inspire, Rosa and Víctor, along with their three children, embarked on a quest to create a sweetener that was not only safe for health but also delighting. the palate. This is how Dulcilight was born, a brand that would become the banner of self-improvement and commitment to a healthy lifestyle.

New frontiers

The family ventured beyond their borders, bringing their dreams and vision to Spain in 2011. Every trial, every mistake, every small success brought them closer to their goal.

Dulcilight formula

Finally, in 2017, the Dulcilight formula was perfected. It wasn't just a personal victory; It was a promise kept to millions of people who longed to enjoy sweetness without compromising their well-being. The global pandemic that followed didn't stop Dulcilight; On the contrary, with the support of Víctor Manuel, their eldest son, the family found new ways to bring their revolutionary product to homes through online sales.

2019: The Year of Transformation

From Craftsmanship to Automation:



DULCILIGHT

It is a year that will be recorded in the history of the company as a turning point, 2019 witnessed how Edulcodiet, rooted in the tradition of artisanal production, embarked on an ambitious project that would transform not only its productive structure but also its reach in the global market. The construction of its new automated plant in Perafort, Tarragona, was a clear indicator of this metamorphosis.

The decision to erect the Perafort plant arose as a natural response to the growth in sales that the company had experienced. This increase not only demonstrated the company's commercial success, but also underlined its ability to adapt to changing global market dynamics.

With the completion of the plant, the company would be able to multiply its production capacity by more than a hundred. This increase would not be limited to quantity, but would also encompass a significant improvement in quality, thanks to the implementation of automated processes. The transition from an artisanal approach to industrialized production was not an easy task. It required the collaboration and joint effort of a diverse team of professionals, including engineers, mechanics, industrialists and civil engineers.

This evolution in the production methodology marked a milestone in the history of the company, demonstrating its ability to integrate new technologies and market trends, while maintaining the essence of quality and dedication that has always characterized its products.

2019 was the year in which the company began its ambitious international expansion strategy. This approach was not only aimed at strengthening its presence in existing markets but also exploring and establishing itself in new territories. The search for new markets was an essential step on its path to growth and international recognition.

Innovation and Digital Leadership in the Post-Pandemic Resurgence

In 2021, as the world recovered from the pandemic, Edulcodiet emerged as an example of resilience and adaptability. This company not only survived the health crisis, but also took advantage of this period to innovate and expand, marking a year of rebirth and growth.

During the pandemic, Edulcodiet focused on developing new products and formats, adapting to the changing needs of the market. This strategy allowed them to position themselves as leaders in the digital channel, especially on Amazon, where their influence grew significantly in the European market.

With the world returning to normal, Edulcodiet reactivated its expansion plans in the retail sector, adapting its strategies to a transformed commercial environment. In addition, the company took advantage of the resumption of in-person events to present its innovations at international food exhibitions, reaffirming its presence in the industry.

2021 stood out as a year in which Edulcodiet not only faced the challenges of the pandemic, but also positioned itself as an innovative leader and digital pioneer, demonstrating that resilience and innovation can be key to success in difficult times. .



DULCILIGHT

2022

Chef Martin Berasategui

The year 2022 marked a new chapter with the joining of Chef Martin Berasategui, awarded with 12 Michelin stars, who became ambassador and gastronomic advisor of Dulcilight. With its magic touch, the brand not only solidified its presence in the market but also elevated the healthy taste experience to unprecedented levels.

Each portion of Dulcilight that dissolves in a drink, that is mixed in a dessert or that adorns a fruit, carries with it the story of a family that dared to dream of a world where health and flavor are intertwined in a sweet embrace. . Dulcilight has transcended borders, conquering palates and taking its message of healthy living to several continents.

PRODUCTS:

	Brown Sweetener Doypack 200 g PVP 6,73€
	Date Sweetener Zero Doypack 200 g PVP 6,73€
	Erythrithiol Gold Doypack 200 g PVP 6,73€
	Erythritol Plus Doypack 200 g PVP 6,73€
	Erythritol Zero 300 g PVP 5,66€
	Stevia 50 Single Doses PVP 2,58€
	Sucralose Sweetener Zero 50 Single Dose PVP 2,58€
	Xylitol 1 Kg PVP 14,50€
	Xylitol 300g PVP 7,86€

	Date Sweetener Zero Doypack 1 kg PVP 13,99€
	Erythrithiol Gold Doypack 1 kg PVP 13,99€
	Erythritol Plus Doypack 1 kg PVP 13,99€
	Erythritol Zero 1 Kg PVP 9,99€
	Moreno Sweetener 50 Single Doses PVP 2,58€
	Stevia Sweetener Doypack 200 g PVP 6,73€
	Sucralose Zero Doypack 200 g PVP 6,73€
	Xylitol 1 kg PVP 14,50€

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