

PRESS RELEASE

TETRA PAK UNVEILS INDUSTRY-FIRST CARTON PACKAGING FOR SHELF-STABLE TUNA

Tetra Recart[®] offers food producers a cost competitive, lower carbon alternative to cans.

Lausanne, Switzerland, 17 June 2026: Tetra Pak, in collaboration with the leading Spanish seafood producer Jealsa, has today unveiled the industry's first carton packaging for shelf-stable tuna. Packaged in Tetra Recart[®], this market-leading innovation launched in Sweden last month with retailer Axfood in 200 ml Mini format and will be available to food producers and brands worldwide.

The solution was brought to market in collaboration with the leading Spanish seafood producer Jealsa, combining expertise in food packaging from Tetra Pak with decades of experience in producing high-quality seafood products at Jealsa.

A unique paper-based alternative to traditional cans, Tetra Recart offers food producers a new way to differentiate in one of the seafood industry's most established categories. The global shelf-stable tuna market is expected to grow an estimated 12% to 12.4 billion units by 2030, reflecting rising demand for affordable, versatile and long-lasting protein options.¹

Tetra Recart offers brands a cost-competitive, scalable paper-based packaging solution and already supports a wide range of shelf-stable products, from spreads and flakes to shredded tuna and chunks, with plans to expand into additional tuna preparations as the category evolves.

Tatiana Liceti, Executive Vice President, Packaging Solutions at Tetra Pak, commented: *"This is true packaging innovation in a category that has looked the same for generations. With the industry's first carton for shelf stable tuna in Tetra Recart, we are giving producers and brands a new way to stand out on shelf to protect and grow market share, support cost competitive, scalable production, and modernise with a paper-based alternative to cans, while contributing to more sustainable food systems through smarter production and distribution."*

Jesús M. Alonso Escurís, President at Jealsa, said: *"In Jealsa's 68-years history in shelf-stable seafood, we have always been committed to innovation. The launch of this market-leading products sets a new benchmark for the industry. Through our collaboration with Tetra Pak, we've brought a game-changing packaging solution to market, combining their expertise in innovative formats with our long-standing heritage in high-quality seafood. Together, we are delivering a solution that responds to evolving consumer expectations. Following a successful launch in Sweden, we are already seeing strong market momentum and are confident this will continue as demand for more convenient, modern and sustainable products grows."*

¹ Tetra Pak, Shelf stable tuna market assessment, commissioned by Meticulous Research, 2025.

When it comes to functionality, being easy to handle and having the ability to stack efficiently, make it an appealing choice for consumers. In fact, more than 80% of consumers say they would buy tuna packaged in Tetra Recart[®], while 58% say they prefer it to existing tuna packaging alternatives.²

The packaging format also delivers significant environmental benefits. Tetra Recart[®] has the smallest carbon footprint of any package in its category, 85% lower than steel cans and 83% lower than glass jars.³ At scale, this equates to 21,000 tonnes less CO₂ per 1 million cans⁴. The package also uses up to 71% FSC[™] certified paper, sourced from responsibly managed, renewable forests.

A new format for an evolving category

In a category with a history of round cans, the distinctive shape of Tetra Recart[®] creates immediate shelf impact. Large, flat surfaces enable bolder branding and clearer storytelling, while the compact carton shape allows packages to fit tightly together, improving shelf efficiency and enabling more product per metre. The format's robustness and rectangular shape also support efficient warehousing and is simple to 'pick and pack' for e-retailers, making it well suited to e-commerce, home delivery and meal kits, offering the same impact for customers viewing it on screen as it does on a retail shelf.

Following its successful introduction in Sweden, the collaboration between Tetra Pak and Jealsa demonstrates how packaging innovation can respond to changing consumer expectations while innovating in established categories. Jealsa will bring various Tetra Recart[®] product categories to market, both under its own brands (Rianxeira, Mare Aperto and Robinson Crusoe) and third-party brands. As demand grows for convenient, protein-focused foods, shelf-stable tuna is evolving. Tetra Pak's game changing packaging solution in carton responds to this shift, helping food producers move beyond cans to modernise the category, differentiate their brands and support more sustainable food systems.

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ABOUT TETRA PAK

We're here to make food safe and available. It's why we provide advanced food production systems. In collaboration with our customers and suppliers, driven by more than 24,000 dedicated employees worldwide, we protect food sustainably every day for hundreds of millions of people in more than 160 countries. Because we're here to fulfil a purpose: We commit to making food safe and available, everywhere, and we promise to protect what's good: food, people and the planet.

More information about Tetra Pak is available at [tetrapak.com](https://www.tetrapak.com).

² Global Shelf-stable Tuna Market Assessment Study, Tetra Pak, October 2025

³ Tetra Pak, [Comparative Life Cycle Assessment of Tetra Pak[®] carton packages and alternative packaging systems for beverages and liquid food on the European market, 2020](#).

⁴ Tetra Pak, [Comparative Life Cycle Assessment of Tetra Pak[®] carton packages and alternative packaging systems for beverages and liquid food on the European market, 2020](#).

ABOUT JEALSA

Jealsa is a Spanish family-owned company founded in 1958 by Jesús Alonso Fernández. Originally dedicated to the production and commercialization of canned fish and seafood, the company has achieved numerous milestones in its 68-years history. Thanks to its commitment to innovation and diversification, Jealsa has become one of the world's leading producers in its sector. Today, the company comprises a number of businesses structured around three divisions: food, valorisation and energy.

More information about Jealsa is available at jealsa.com.



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MEDIA CONTACTS

Ells Baker
Brands2Life for Tetra Pak
Tel: +44 207 592 1200
tetrapakcorporate@brands2life.com