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The Christmas hamper: a tradition that evolves without losing its essence

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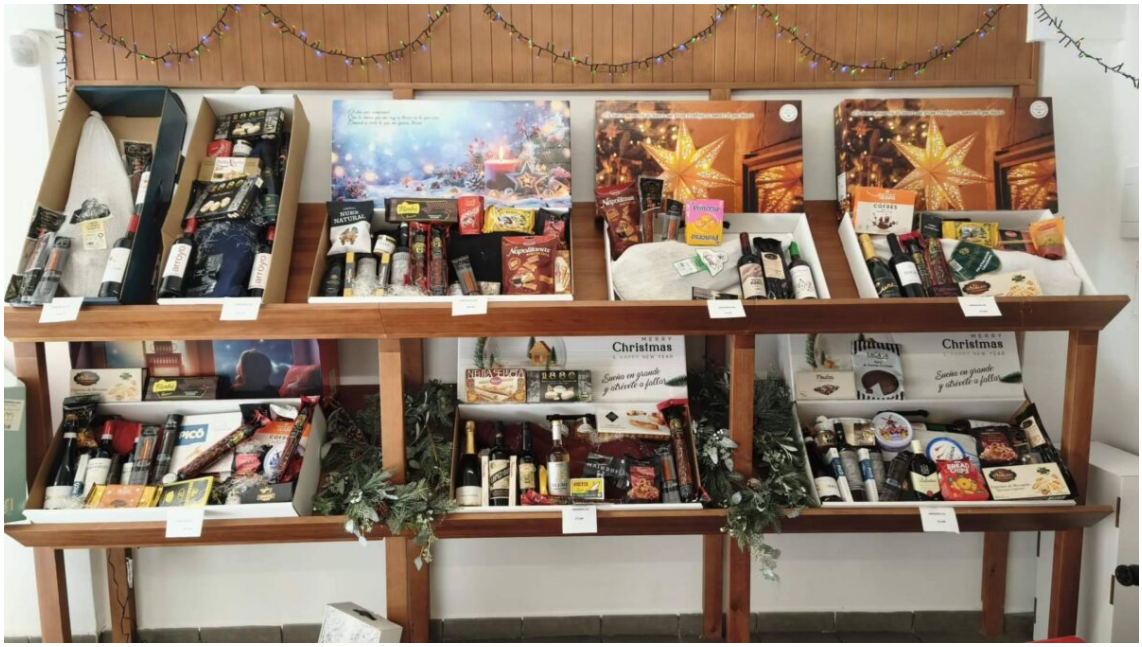

Sierra de Padelma is adding vegan options, options for people with coeliac disease and halal Christmas boxes to its catalogue, as well as gifts presented in suitcases, bags and baskets that remain useful once the food has been consumed, alongside traditional wicker hampers.

Valencia, 25 November 2026. The Christmas hamper holds a special place among Spanish traditions. Unlike other corporate gifts, its contents are usually enjoyed with family, making the gift received by the employee part of their household celebrations. This family dimension, together with its meaning as a gesture of gratitude for work done throughout the year, explains the enduring appeal of a custom that has also gained importance in the sphere of employment relations.

A tradition whose value goes beyond money

A recent Supreme Court ruling requires a company to resume distributing Christmas hampers, which it had stopped giving in 2024 after maintaining the practice for 28 years. One of the most notable aspects of the case is that the hamper given in 2023 was worth €10.67. The court held that its low monetary value did not prevent it from being recognised as a more favourable employment condition.

The ruling does not mean that all companies are required to provide Christmas hampers. Rather, it addresses the circumstances of an established practice that had become part of the employees' working conditions.

A tradition adapting to dietary and cultural diversity

With employees of different dietary needs and religious beliefs working together, companies need to offer alternatives to hampers that traditionally contain cured pork products and alcoholic drinks.

Sierra de Padelma's 2026 catalogue includes the Vegan Box, the Coeliac Box and halal Christmas hampers, the latter containing a selection of products free from alcohol, pork and pork derivatives.

These options allow companies to maintain the tradition for their employees without their dietary needs, religious beliefs or personal choices becoming grounds for exclusion.

When the container is also part of the gift

Sierra de Padelma has expanded its catalogue with presentations that remain useful beyond the Christmas holidays: travel suitcases, bulrush shopping baskets, straw bags and chests that can be used for storage at home.

These options feature in the Valencian company's catalogue alongside traditional Christmas hampers, Christmas boxes and gift sets, ham presentation boxes, cases and gourmet gifts.

New additions for the 2026 campaign include Christmas chests: the Maleta, the Baúl Noel, the Baúl Armonía and the Gourmet 9 and Gourmet 10 selections.

Sierra de Padelma in the midst of its Christmas campaign

Sierra de Padelma is entering the busiest weeks of the Christmas campaign with 25,000 square metres of facilities, 12 production lines and more than 300 people working in two shifts.

The company prepares an average of 6,000 products a day during the campaign and has a 20-person customer service team serving individuals, self-employed workers, SMEs and large companies.

More information and the 2026 Christmas catalogue at sierradepadelma.com.

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