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Alles für den Gast Vienna - AT

2-5/04/2006

Hall C - Stand 0308

FOODTECH Plovdiv - BU

8-13/05/2006

PLMA 2006 Amsterdam RAI - NL

30-31/05/2006

Europacomplex - Stand 5484

Looking forward to summer

At Ardo, we look ahead. Now that spring is well and truly here, we are already busy preparing for summer so that we can offer you still better solutions. During the hottest season of the year, the sunlight greatly encourages the production of vitamins. However, a well balanced diet remains important. Our freshly frozen fruit and vegetables have a crucial part to play.

In this number of Actual we give you an overview of **innovative, delicious and handy solutions to boost that summer feeling**. Our previously cooked vegetables for the preparation of salads are an outstanding example. They lend a light touch to your meals. In addition we are reflecting a trend, because right now salad bars are growing in popularity. Health and wide variety!

Spotlight on grilled vegetables

Ardo's **grilled vegetables** are also 'in'. They give character to your dishes, and are ideal in many recipes. Our aubergines, courgettes, peppers, onions, etc. are grilled on both sides in an oven and are available in various cuts. They are ready in a trice. They also contribute to a balanced diet, are rich in proteins and fibre, and contain little carbohydrate.

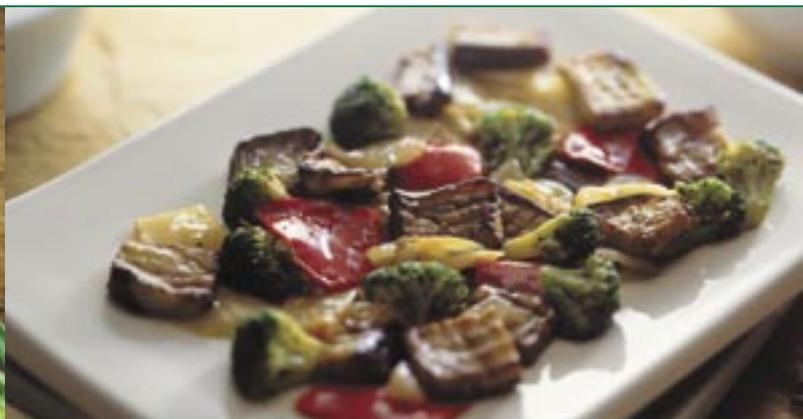
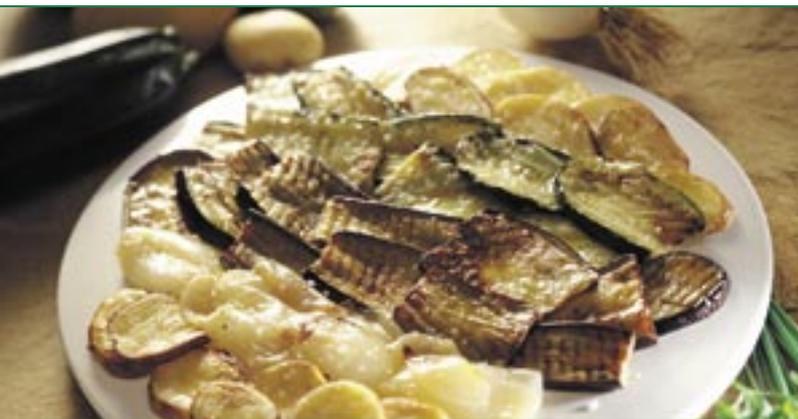
As you can see, **with our products you're ready for summer.**

Did you know that a significant proportion of Ardo products are produced at our sites in Southern Europe? We have three production units and two packaging plants in Spain and Portugal. No wonder that the summer feeling is such a feature of our range!

*Bring on the summer
with Ardo!*



Grilled vegetables



Last year the Ardo group invested in the production of grilled vegetables in the plant at Badajoz in southern Spain. Grilled vegetables are increasingly common, and appear in more and more preparations: in a tasty moussaka or lasagne, a Mediterranean salad, on pizza, a vegetarian dish or a southern European style sandwich. They offer the cook a fantastic range of possibilities.

Perfect pattern

The taste and appearance of grilled products are largely determined by the production process. In Badajoz the various vegetables are grilled on both sides in a special oven. The addition of just the right amount of oil gives a good grilled texture. The oven settings can be adjusted in accordance with the type of vegetable and the cut. So all the vegetables display the appropriate grill pattern and look and taste delicious.



Dozens of advantages

Ardo's grilled vegetables offer many advantages, not least in terms of ease of use. They are ready cut and grilled. They only need defrosting for cold dishes or cook straight from frozen, before use in a wide range of dishes.

Grilled vegetables offer a unique combination of tastes and colours. They also follow the current trend for Mediterranean diets. They are rich in vitamins, minerals and fibre and contain unsaturated fatty acids.

Finally, colourful grilled vegetables look fantastic on the plate. No small matter, because what we eat should also please the eye.



Varied range

Ardo offers you a broad range of grilled vegetables. So you can use them in all kinds of dishes to your heart's content.

Mixes:

- **Italian Grill:** a mix of grilled aubergines, courgettes, potatoes, red, yellow and green peppers and onion. Ideal for all kinds of oven dishes and cold antipasti. 10x1kg (art code MTE310)
- **Country Grill:** a very varied and colourful mix, with grilled broccoli, aubergines, courgettes, red and yellow peppers and onions. Suitable for a wide range of dishes. 20x450g

Single grilled vegetables: These vegetables are available in different types of cuts.

- For 'large slices' the vegetables are cut length-wise. In this way, the vegetable remains very distinct. In oven-cooked dishes and other preparations,

this cut is ideal for tasty and unusual dishes. In this number of Actual we give you a foretaste with a recipe for grilled courgettes slices parrilla.

- Aubergines sliced parrilla 5x1kg
- Courgettes sliced parrilla 5x1kg
- Red pepper sliced parrilla 5x1kg

Available in May

As well as the 'large slices' cut, some vegetables are also available in the form of diced, sliced or strips:

- **Diced:**
 - Aubergines diced 1x10kg (art code AU2G00)
 - Courgettes diced 1x10kg (art code CO1G00)
 - Yellow peppers diced 1x10kg (art code PJ2G00)
 - Red peppers diced 1x10kg (art code PR2G00)
 - Onion diced 1x10kg (art code AJ1G00)

Available in May

Ardo in Southern Europe

Country Grill



Preparation

Grilled vegetables can be prepared in a number of ways in a wide range of applications. An overview:

- **Just defrost:** as antipasti, cold dishes or garnish;
- **In the pan:** pour a little oil in the pan and cook for 5-7 minutes;
- **In the oven:** oil and salt the grilled vegetables and heat for 10-15 minutes in a preheated oven;
- **In the microwave:** 200g grilled vegetables defrost in 3 minutes.

Last year we invested heavily in production. Partly to improve the quality of our freshly frozen products. And partly to better meet the needs of the catering market.

Spain...

Our Albacete unit in Spain processes **mixes and packs a huge range of vegetables** such as broccoli, sweet corn, artichokes, peppers, green beans, romanesco and peas. Our **production department in Badajoz** focuses in particular on grilled and pre-fried freshly frozen vegetables, including aubergines, courgettes, peppers, onions, broccoli and tomatoes. It also processes green beans, Swiss chard and spinach.

And in our **Marcilla plant the vegetables are mixed, coated with sauce and herbs and packed.** Marcilla also operates as a **distribution centre for Spain.**

The **administrative offices** of the sales, marketing, personnel and financial departments are in **Pamplona.**

... And Portugal

During mid 2005, a **production line** was set up in **Alpiarça** in Portugal for broccoli, tomatoes, green beans, onions, cauliflower, courgettes, aubergines and peppers.

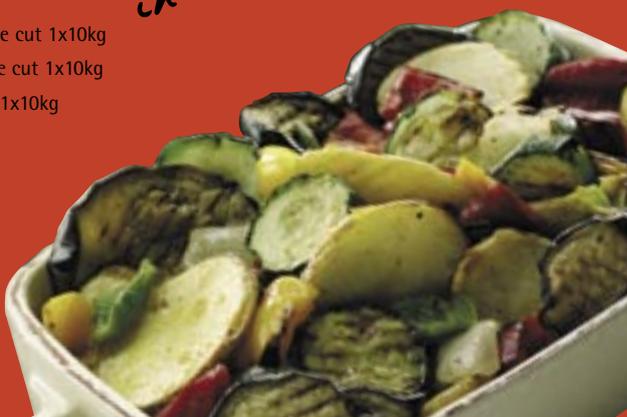
Extra attention was paid to the production of freshly frozen tomatoes. An increasing number of catering businesses are convinced of the advantages of the freshly frozen varieties. They tend to contain more vitamins than tinned tomatoes, the flesh is firmer and the colour is better.

Finally, our **Leiria plant provides packing and also serves as a distribution centre for Portugal.**



- **Strips:**
 - Yellow pepper strips 1x10kg
 - Green pepper strips 1x10kg
 - Red pepper strips 1x10kg
- **Slices:**
 - Aubergines, crinkle cut 1x10kg
 - Courgettes, crinkle cut 1x10kg
 - Potatoes, flat cut 1x10kg

Available in May



Market and crop reports



Market reports

During the last months of 2005 the rise in the consumption of freshly frozen vegetables was very apparent. The trend continued in the early months of this year. There are various reasons for this.

First and foremost there are the **continuing high prices for fresh produce such as cauliflower**. The cold winter right across Europe has had a negative impact, leading to expensive imports. Nor is importing always simple, so that exceptionally high prices were paid over the whole period.

The unstable supply position of fresh vegetables encouraged the consumption of freshly frozen vegetables. Their most important assets – stable quality and a minimum guaranteed stock level at an acceptable price – now came into their own. The **quality of the 2005 harvest was outstanding; the price rose, but was more stable than in the fresh produce market; and stocks seemed somewhat more available.**

Two other factors played an important role. Even the most diehard fans of fresh vegetables are gradually being won over by the **user-friendly nature and added value offered by freshly frozen produce**. And the trend towards a balanced and healthy diet provides an extra stimulus to rising vegetable consumption.

In the UK, for example, factors such as TV chefs like Jamie Oliver, government health campaigns and the press reporting increases in obesity has led to increases in the sale of frozen vegetables. Recently, the fast food sector has reported reductions in overall sales, as have soft drink manufacturers who point to healthier eating patterns being the cause. Specific television advertising for products such as peas, eg **"Plus the Peas Please!"**-campaign supported by farmers and European processors, has resulted in an upturn in sales from a static position (www.peas.org).

Crop planning, 2006–2007

By the beginning of January, harvest and production planning in our European deep freeze units was already complete. The sowing, planting and harvest periods have been set, as have the theoretical harvest volumes. Now we have to wait and see what happens in practice. Even before the new harvest things are looking tense. **The impressive rise in the consumption of freshly frozen vegetables has had a significant impact on frozen supplies.** Garden peas, cauliflower, broccoli, young carrots and spinach are only available in limited quantities. Ardo has also taken all the necessary measures to prevent interruptions in supply before new production starts. However, it will be difficult to meet all the demand. Whatever happens, **Ardo is ready for the new harvest.**

Crop reports Southern Europe

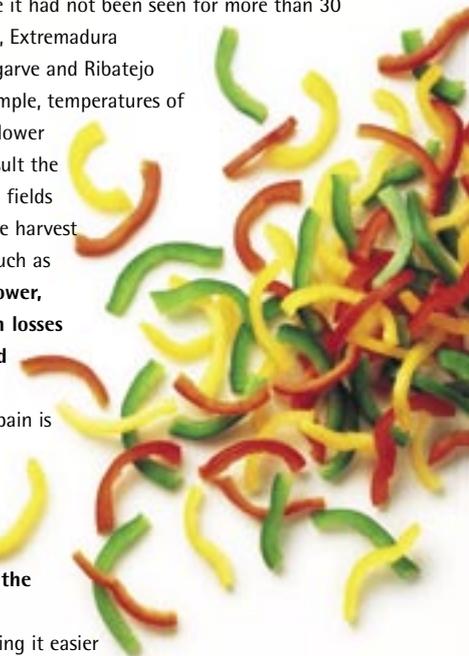
2006 started with much colder and dryer weather than usual in Spain and Portugal. Snow fell in areas where it had not been seen for more than 30 years, such as southern Andalucía, Extremadura and Castilla (in Spain) and the Algarve and Ribatejo (in Portugal). In Albacete, for example, temperatures of -20°C have been recorded, much lower than normal for the area. As a result the crops that are being picked in the fields are being affected by delays in the harvest date. In the case of some crops, such as **broccoli, romanesco and cauliflower, there have also been production losses of up to 40% of the anticipated yield.**

The artichoke season in eastern Spain is being affected by drought to the point that the lack of water for irrigation in the Murcia area is causing a reduction in planting. This will lead to **difficulties with the artichoke supply.**

Otherwise, the lack of rain is making it easier to sow the new crops of peas, beans and spinach; this is going well. Likewise, sowing is going ahead in nurseries of crops for summer such as tomatoes, peppers and aubergines.

In the case of **tomatoes, Spain will be reducing its growing area by 30–40%** from the 2005 figure. Growers will be using some of the fields not sown with tomatoes for other summer crops, such as peppers, courgettes and aubergines, and in particular for corn.

Despite the lack of rain, **no difficulties are anticipated for irrigation** of the crops contracted for by Ardo for the Alpiarça, Albacete and Badajoz works.



Tastes and seasons



Now that the cold hard winter months are behind us and the sun is here to stay, it's time for a new look on our tables. Hearty meals make way for lighter dishes. Colourful, bright creations take the stage. Ardo's vast range takes that into account.

Extensive range of fruit

A fresh fruit salad is always welcome in hot weather. Ardo's frozen fruit is ideal. It's always on hand, and always freshly frozen. **The fruit is always harvested and picked at just the right moment and frozen straight away. It couldn't be fresher, and the taste and colours are perfect.**

The Ardo 1kg fruit selection has been completely extended. In future, as well as the existing standard fruit, you can choose from the following fruit types: Exotic fruit mix with passion fruit sauce, Black Forest mix, Fruit salad, Gooseberries, Rhubarb, Blackberries, Black currents, Cranberries and Red Currents. Choice aplenty!



A salad bar full of variety and vitamins

Cool salads are really refreshing in hot weather. They are healthy and go with any meal. Salad bars are becoming increasingly common, not only in the catering sector, but also in retail channels. A sign that consumers are becoming more and more concerned with healthy eating.

Ardo offers a broad range of previously cooked freshly frozen vegetables, vegetable mixes, rice and pasta. Just defrost and use in your salads. The nutritional value remains optimal, and you save a good deal of time.

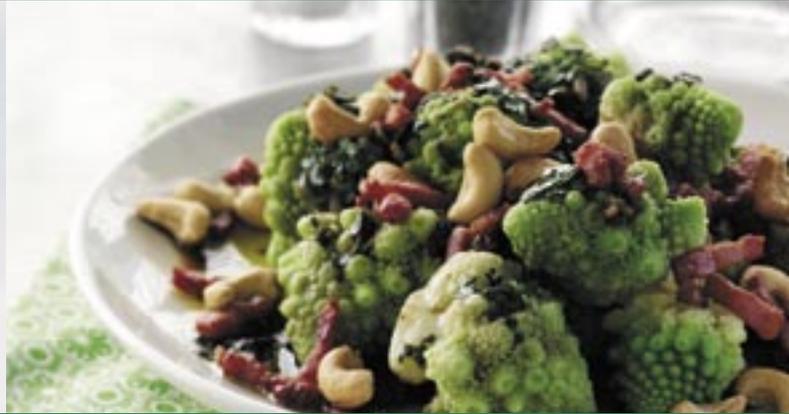
Andalusian mix, Asian mix, Macedonian mix, Mediterranean Brunoise, Breton mix, Julienne mix, and so on. In our mixes you'll find what you need for southern and oriental dishes, or traditional salads.

In this number of Actual you'll also find a **delicious recipe using Carrots Rustica**, a mix of yellow and orange rustic cut carrots, developed **for the**

salad bar. You'll score top marks for originality and ease of preparation!



Romanesco: the new hit



Romanesco is enjoying a surge in popularity. This vegetable belongs to the cauliflower family, but it is sweeter and milder. And the green-gold pyramid-shaped florets are very elegant.

Romanesco florets **are good for you!** And there are good reasons for that. They contain...

- very little carbohydrate;
- important minerals, such as potassium, for the brain;
- vitamin K, which is important for the circulation of the blood;
- and a lot of vitamin C, since 200g romanesco supplies all your daily requirements.

Tip

Romanesco florets come into their own in a vegetable mix such as Romanesco Mix or Fiore Tricolore. Try our recipe for 'Puff pastry with romanesco' on www.ardo.com. Delicious!



Culinary Ardo



These unusual summery dishes make the perfect introduction to summer. Try them!

Marinated Carrots Rustica

Ingredients to serve 25:

2,5kg Ardo Carrots Rustica, 3dl olive oil,
3dl white wine vinegar, 2-3dl sugar, 3 tblsp.
Ardo garlic - diced, 3 tblsp. Ardo basil, salt



Defrost the Carrots Rustica. Mix all the remaining ingredients together to make the marinade. Add the Carrots Rustica and leave to marinate in the refrigerator until next day. Serve as a cold side dish.



Carrots Rustica with dried ham

Ingredients to serve 25:

3kg Ardo Carrots Rustica, 300g dried ham, 3 tblsp. Ardo garlic - diced,
5 tblsp. Ardo thyme, 12 tblsp. olive oil, salt, pepper

Cut up the ham into strips. Add oil to the pan and fry the frozen Carrots Rustica mix together with the ham, the garlic and the thyme lightly for 6-7 minutes. Taste and add salt and pepper. Sprinkle with extra thyme. Can be served as an accompaniment to eg. beef, veal, lamb and turkey.

Zucchini Terrine

Ingredients to serve 10:

1.5kg Ardo grilled Zucchini slices Parrilla, 200g of Ardo grilled Red Peppers in cubes, 400g of canned tuna fish in oil, 400g of goat cheese (or other white cheese), 150g of black olives (without stone), 1 Ardo garlic clove, 1 dl of olive oil, salt and pepper

Defrost the grilled zucchini parrilla.

Prepare a pastry : take the tuna fish out of the can and drain the oil. Mix it with the cheese and the grilled red pepper. Add salt and pepper.

Place a mould on a dish and fill it with layers of grilled zucchini and the pastry up to three times and finish with zucchini. Remove the mould.

Mix the olives with the garlic and olive oil and add the sauce with a brush on the plate. Decorate with some Mediterranean spices.



🇧🇪 Ardo N.V. Wezestraat 61 B-8850 Ardoie - T +32 51 310621 - F +32 51 305997 - www.ardo.com - info@ardo.be

🇩🇰 +45 65 310310 - 🇪🇺 +49 2102 2028 0 - 🇬🇧 +44 1233 714714 - 🇫🇷 +33 297 234876 - 🇮🇹 +353 12 957355 - 🇳🇱 +31 765 999999

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