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## Fairs

### World Food Moscow (RU)

26-29/09/2006

Pavilion 5 - Hall 1 - Stand G104

### Intercool Düsseldorf (D)

24-27/09/2006

Hall 6 - Stand 6C57

### Conxemar Vigo (ES)

3-5/10/2006

### Sial Paris (F)

22-26/10/2006

Hall 5A - Stand L080

## Ardo heads for goal

The World Cup kicked off on 9 June. Football fever is reaching its peak. And Ardo, too, is heading straight for goal. We want to score on our own pitch, by tackling new markets, launching new products, strengthening our team and bringing on the new harvest. Inside we give you a preview.

### Freshly frozen scores

Like football, and sport in general, freshly frozen vegetables are very good for you. A study commissioned by OEITFL has been produced by Ghent University bringing together scientific evidence that shows that fresh and freshly frozen vegetables are almost identical in terms of health benefits.

The research shows that **freshly frozen vegetables have at least the same nutritional value as their fresh counterparts**. They contribute to the intake of the recommended daily doses of vitamins, minerals and fibres. International codes of practice and strict quality standards ensure that the nutritional qualities are **guaranteed all year round**. An additional advantage of fast-freezing, the technique used by Ardo, is that **the texture, colour and flavour of the vegetables are preserved**.

### Coming soon

Despite this irrefutable evidence, there are still misconceptions about freshly frozen vegetables. A European campaign has been launched in the Netherlands, Belgium and France to eliminate this and to boost the consumption of freshly frozen vegetables. The project is receiving financial support from Europe, the government and the industry. At present the campaign, which will be carried out over a three-year period, is at the preparatory stages in each country. We'll certainly be monitoring developments.



# Ardo's sun-ripened tomatoes



Tomatoes are very versatile. They taste fresh in a summer salad. They can be used in all kinds of preparations. And they lend colour to any dish. At Ardo they are also of outstanding quality. Not by chance.

## Perfect conditions

As well as peppers, courgettes, green beans, broccoli, cauliflower and peas, Ardo's Portuguese plant in Alpiarça also processes tomatoes. Plants are grown from an **exclusive seed**, and the hot and sunny climate lets the tomatoes ripen undisturbed. The two harvest periods for the 'whole flesh' tomatoes are spread over August and October.

## Ardo's approach bears fruit

Our freshly frozen tomatoes, with their **deep red colour**, their **structural integrity** and their **full, sun-ripened flavour** are quite unlike tinned tomatoes. The **quality is fully comparable with that of fresh tomatoes** picked in season.



## Practical

Ardo's pure flesh tomatoes are not just delicious - they are also very practical. They contain **no seeds or liquid**, which saves work in the kitchen. And they come **ready-chopped**. 10 x 10 cubes are the most popular, but other sizes can

be ordered. Ardo's tomatoes chunks are available in 1kg (ref. TOB310), 2.5kg (ref. TOB610) and 10kg (ref. TOB810) packs.

## A bunch of benefits

Ardo's freshly frozen tomatoes stand out for their:

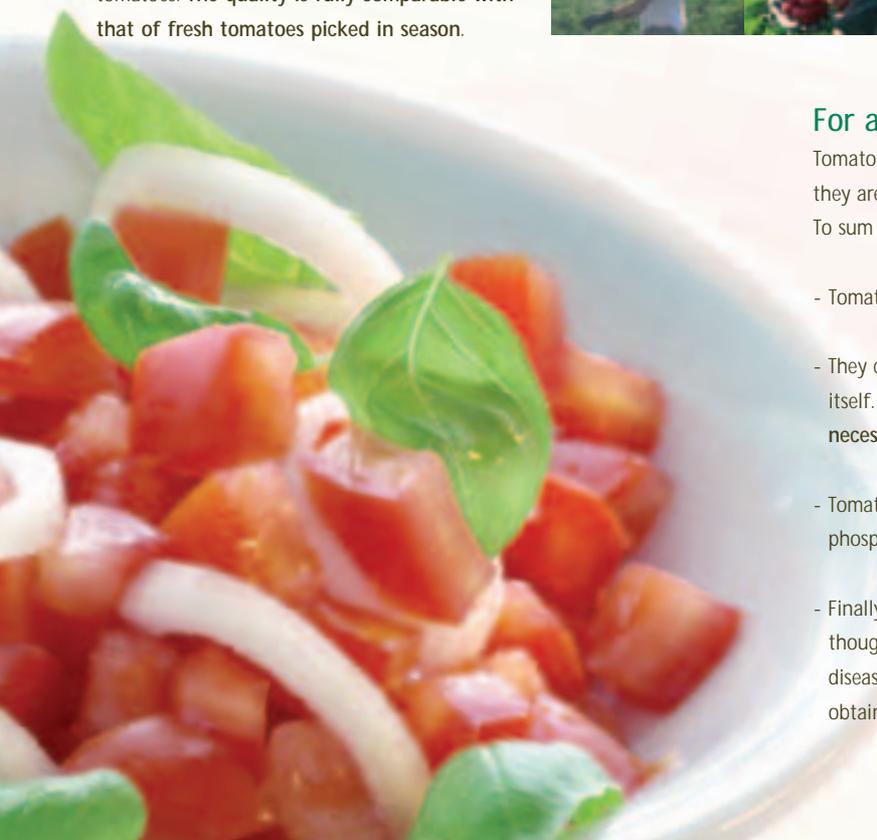
- full, sun-ripened flavour
- deep red colour
- texture of fresh
- ease of use  
(ready chopped and without seeds)

## For a healthy complexion

Tomatoes are not just delicious, they are also very healthy.

To sum up:

- Tomatoes are rich in vitamins B, B1 and C.
- They contain beta carotene, a substance that the body cannot manufacture itself. Beta carotene is converted by the body into **vitamin A**, which is necessary for healthy skin and eyesight, and a robust immune system.
- Tomatoes also contain **minerals**. The most important are potassium, phosphorous and calcium.
- Finally, they contain the **natural pigment lycopene**. This substance is thought to protect against certain cancers, heart disease and vascular disease, because it is a **powerful antioxidant**. The maximum benefit is obtained when the tomatoes are cooked.



# World Oriented Kitchen: on the right track thanks to Ardo



In November 2005 Alessandra Bognanni and Giuseppe Amati opened a restaurant in a commercial complex of the Central Station in Rome to offer an alternative to the existing fast food outlets. As passionate enthusiasts for world cooking, they were convinced that healthy, tasty recipes at reasonable prices would attract the attention of the tens of thousands of commuters passing daily through the junction in the Italian capital. And they were right, because their World Oriented Kitchen - partly thanks to Ardo's contribution - has hit the mark.

## World Oriented Kitchen – Rome, Italy

- noodle bar at Termini Station in Rome
- target group: people aged between 15 and 50 with broad interests in culture and food, who want a healthy, tasty meal in a short space of time
- serves an average of 300 meals a day
- staff: ± 30
- interviewees: Alessandra Bognanni and Giuseppe Amati

## What's on the menu at the World Oriented Kitchen?

**Alessandra Bognanni:** "Our menus consist of light dishes based on rice or noodles and are always combined with a mix of vegetables. Our food is based on the rich Asian culinary tradition."

## What is the secret of their success?

**Giuseppe Amati:** "Our carefully chosen staff - about thirty in all - all support the concept and are highly motivated. They are responsible for the warm, friendly atmosphere in our restaurant. We also have an open kitchen: visitors can see how our food is prepared. We organise concerts and other cultural

events in the restaurant. And of course all our ingredients meet the highest quality standards."



## To what extent would you call your concept 'Italian'?

**Alessandra Bognanni:** "We give our dishes an Italian touch, but we maintain our individuality. People like that. Because we **only stir fry our vegetables briefly and keep them crisp**, we actually go against the local trend for cooking vegetables until they are soft. In Italy the 'health' aspect is also very important. Our dishes, which include lots of vegetables and contain no salt, fit the bill."

## Vegetables take centre stage in your dishes. How do you choose them?

**Giuseppe Amati:** "We developed our dishes using Asian and Thai vegetables that are suitable for stir frying. When we visited the Anuga fair in Cologne the Ardo stand caught our eye at once. There were

a range of attractive stir fry mixes on display. After the fair Ardo sent us some samples. Our head cook was convinced straightaway by the **high quality of Ardo's freshly frozen mixes**. An extra benefit was the fact they are **very easy to use**, which is very important in a restaurant like ours, which has to be highly organised."

## What Ardo products do you use?

**Alessandra Bognanni:** "We use Ardo's Asia mix, China mix, Wok mix, Wok Verde, Julienne mix, Basmati Rice and Wild Rice mix in our dishes. The Asia mix, for example, is used in our 'Yasai Ramen', a Japanese pasta dish with ginger, coriander and soy sauce. 'Nasi goreng' is popular too. Ardo's Wild Rice mix with julienne vegetables is just the thing for this dish."

## Your restaurant opened in November 2005. How do you see the future?

**Giuseppe Amati:** "In recent months it was clear that the concept was a success. This year we will refine the presentation and the dishes still further. We expect to expand in 2007: to other sites in Rome, and to the Central Station in Milan. Of course we'll be keeping an eye on the quality - thanks to Ardo."

"Our head cook was convinced straightaway by the high quality of Ardo's freshly frozen mixes."

"An extra benefit of Ardo's products is the fact they are very easy to use, which is very important in a restaurant like ours, which has to be highly organised."

# Crop and market reports



## Market reports

### Demand for freshly frozen foods rise, supply falls.

As we forecast in the April edition of Actual, consumption of freshly frozen vegetables rose spectacularly during the first months of the year.

It now appears that this trend has continued during the second quarter.

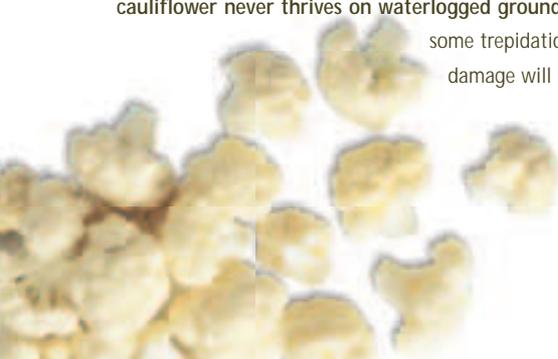
**In every segment (retail, food service and industry) where Ardo is active, demand for freshly frozen produce is rising.** Both traditional fruit and vegetables and our convenience products can increasingly count on consumer approval. **The main reason is their ease of use.** Depending on time and space, today's end user can opt for the traditional or semi-prepared range - fruit, vegetables or vegetable mixes - or for the fully prepared varieties.

Accompanying this rising demand, there is also a **fall in supply**. As a result of reduced harvests and increased consumption, vegetable supplies across Europe have fallen below the minimum necessary level. Many types of vegetable - such as cauliflower, peas, young carrots, spouts and beans - were scarce or even impossible to find. In addition, the new harvests were late or the results - for spring spinach, for example - were disappointing. The result is a **tense supply situation, with steadily rising prices**.

## Crop reports

### Cauliflower

Most cauliflower fields are not looking too good. The excessive rainfall and cold spring are responsible. In particular, there is little growth in the most recently planted crop. **Like all members of the cabbage family, cauliflower never thrives on waterlogged ground.** We are waiting with some trepidation to see how bad the damage will ultimately be.



### Carrots

Young carrots were sown in the early spring on time. It should be said that the harvest will not be earlier than usual, because of the cold weather in May. **Young carrots will be harvested in July at the earliest.**

Winter and slicing carrots are grown on ridges. They therefore suffered relatively less under the heavy rainfall. The harvest for these carrots is expected late in the second half of the year.



### Winter spinach

Because the season started ten days later, and the high winter temperatures, the winter spinach season was very short. **The winter spinach was of good quality.**



### Spring spinach

The sowing season was very changeable, with alternating high and low temperatures. The harvest started at the normal time, but because there followed two weeks of high temperatures, it had to be completed quickly. Many plots in the Netherlands, Belgium and Germany failed due to the heavy rainfall and hail (100 - 150mm) in May. Brittany, another important spinach-growing area, suffered from the same severe weather conditions. The abundant heavy rain during January and February in Italy also damaged the spinach harvest. **Obviously the necessary production volumes for Europe will not be achieved.**

### Peas

Meanwhile, the first results of the pea harvest in southern Europe (Portugal, Spain and southern France) are now known. **The volume was lower than planned.** In the growing areas in the north and in England, the fields were also damaged by hail and the cold, wet weather.

# Expanded retail range



Grilled vegetables

Ardo is adding a number of new packs to its range. The references below were mainly available previously to the catering market, and are now also sold to retailers in 1kg packs. An overview:

## Grilled vegetables

Thanks to Ardo's extensive range of grilled vegetables you can bring the changes in your dishes to your heart's content. **Italian Grill** is ideal for oven-baked dishes and cold antipasti. The colourful **Country Grill** can be used in a very wide range of preparations. And the **parrillas** are perfect for sandwiches, salads or southern dishes.

## Fruit mixes

Freshly frozen fruit is on the up. That's confirmed by the rising sales figures.

Ardo offers a very wide range. The exotic mix with passion fruit sauce and the tropical fruit mix are among the most interesting. Perfect for fruit salads on a warm summer's day. (XEX310-XTF310)



## Ready-cooked onion slices

If you need to be extra quick, there are Ardo's onion slices. The onions are ready-cut and pre-fried. That saves a lot of preparation time. Just heat the onion slices and use them straight away in all kinds of dishes. (ASF31+)



**New**

## Soup mix

Soup is undergoing a revival now that healthy living is at a premium. Ardo is playing its part with a new soup mix containing carrots, celeriac, leeks and celery. (MSG310)



## Chervil

You can buy your chervil from Ardo too. You can use our portions as the basis for soup, in dressings and for sauces. (KE2310)



## Mangetouts

Mangetouts, are becoming more and more popular. They can be stir-fried, boiled or used cold in salads. (PEP310)



# Ardo newsflashes

## New recruits

To meet our future challenges, Ardo has recruited some 'fresh' troops.

- **Romania:** to gear up to the Romanian market better, Ardo has set up a sales subsidiary. **Andrei Costache** has been appointed to run it.
- **Belgium and Luxembourg:** culinary adviser **Jo Blockeel** has joined the sales team for the Belgian and Luxembourg markets. You can admire a sample of his work on the 'Culinary Ardo' page.
- **International:** as Group Sales Manager Industry, **Koen Vanhoutte** will monitor international customers and coordinate the sales teams in the various national subsidiaries.
- **Northern Spain:** **Rafael Villanueva** will in future monitor Ardo's sales in the food service channel in Northern Spain.
- **UK:** to strengthen our industrial team, **Debbie Henry** joins the UK sales team

## Merger of Ardo España and Findus España

In March the merger between Ardo España and Findus España was complete. In future the company will be known as ARDOvries España. Both brands will be marketed in Spain.

# Culinary Ardo



Recently, Ardo launched Country Grill. The colourful blend of grilled broccoli, aubergines, courgettes, red and yellow peppers and onions is an ideal ingredient in many dishes. Our new culinary adviser Jo Blockeel - who has recently arrived to boost our sales team in Belgium and Luxembourg - has already made a creative start with these recipes using Ardo's tomato cubes.

## Country Grill Salad with lavender, tomato and basil

### Ingredients to serve 10:

1kg Ardo Country Grill  
100g Ardo Tomato cubes  
40dl olive oil  
20dl balsamic vinegar  
3 dessert spoonfuls mustard  
lavender sprigs  
4 coffee spoons Ardo garlic  
5 dessert spoons Ardo basil  
salt and pepper



Fry the garlic in the olive oil. Remove from the heat and add the lavender. Allow to cool. Then prepare a vinaigrette by stirring the mustard into the oil and then adding the vinegar. Season well with salt and pepper. Lastly, add the basil and the defrosted tomatoes. Spoon the vinaigrette over the defrosted Country Grill and serve as an accompaniment to beef carpaccio or smoked ham.

## Smoked salmon parcels with tomato and shrimps

### Ingredients to serve 10:

200g Ardo Tomato cubes  
10 slices smoked salmon  
200g grey shrimps  
mayonnaise  
juice of one lemon  
100g Ardo dill  
salt and pepper



Mix together the shrimps, the defrosted tomato, the lemon juice and the dill. Spoon over the mayonnaise and season well with salt and pepper. Place a spoonful of the mixture on a slice of smoked salmon and fold into a neat parcel. Serve with a salad, and perhaps a dressing with tomato as a starter.

*Delicious!*



🇧🇪 Ardo N.V. Wezestraat 61 B-8850 Ardoonie - T +32 51 310621 - F +32 51 305997 - [www.ardo.com](http://www.ardo.com) - [info@ardo.be](mailto: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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