



In this issue

- Fresh-frozen in the spotlight
- Fairs
- 'Leaf' it to Ardo for salads
- On the menu: the revamped 'A Table' range
- Ardo News
- Market and harvest reports
- Culinary Ardo

Fairs

MDD EXPO PARIS – F
Salon International des Marques
Distributeurs Alimentaires
Paris Expo – Porte de Versailles
Pôle E – Stand P42
27-28-29/03/2007

PLMA AMSTERDAM – NL
World of Private Label
Europa Complex – Stand 5285
22-23/05/2007



Fresh-frozen in the spotlight

It probably won't have escaped your attention: the media is increasingly focussing on healthy food. Daily television cooking programmes, or magazine articles on how to stay in trim, or yet another book by a diet guru comes rolling off the presses. Vegetables and fruit have a particularly important role to play in a healthy diet and help to explain. Little wonder then that there is **increasing demand for vegetables**.

Perfect Alternative

Driven by what they see in the media, **consumers are increasingly opting for freshly frozen veggies and fruit**. A study conducted by the University of Ghent confirms that frozen vegetables are the **perfect alternative to fresh**. They retain all their flavour and most of their nutritional value: mainly because the time between when they are harvested and being frozen is minimal. Moreover they meet government standards on their contribution to a healthy, balanced diet.

So what about the negative stories about freshly frozen vegetables that are doing the rounds? These are also refuted by studies which show that the beautiful colour of snap-frozen veggies is not the result of having colorants added, but the blanching process. And because they undergo a faster drop in temperature when we freeze them – unlike with freezers at home – the cell structure of the vegetables is not affected.

Healthy ... and practical

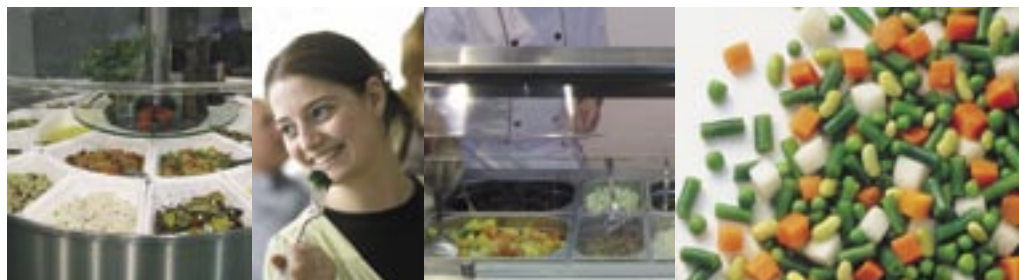
Freshly frozen vegetables offer a whole host of benefits. Ardo's range of products is designed to take the effort out of preparation, but maximise the flavour, colour and nutritional content of a meal. We have a vast range to suite all tastes and needs!



'Leaf' it to Ardo for salads



Now that we can feel that spring is just around the corner, what we are putting on our plates is beginning to change. Hearty winter warmers are gradually making way for lighter meals. Salads will be just the job as it starts getting warmer, because they are healthy and go with any meal. And with its wide range, Ardo offers all sorts of fresh opportunities. Not just in the catering sector, but also in the retail market.



Express salads

Get fed up of preparing vegetables for salads? Ardo can take out the hassle by offering our **comprehensive pre-cooked range**.

Fancy an Andalusian, Asian, Macedonian or Breton mix? Or what about a Mediterranean Brunoise? Or maybe you'd like to make something from the Mediterranean, an Oriental dish, or even a classic salad. Whatever you need, our mixes can give you what you are looking for. **The variety of shapes, flavours and colours is enormous.** Peppers, corn cobs, cauliflower, broccoli, green beans, etc. You name it; your wish is Ardo's command.

Pastas and rice for every salad

Ardo's fresh frozen precooked pasta is the perfect partner to our salad vegetables. We freeze them immediately after cooking, instead of drying them, so they retain all of their nutritional qualities and fresh texture. And because they are cooked consistently, they are always al dente, while **retaining all of their colour and flavour. Just defrost and drop into your delicious salad.**

If you prefer rice, there's plenty to choose from in **our range of fresh frozen precooked rice**. White rice for traditional cooking, basmati rice for a nuttier flavour and perfect curry accompaniment: the possibilities are endless.

New: ready-made salads

Ardo's latest offering is **ready-made salads with a dressing or sauce. Simply defrost.** It couldn't be easier...

Here are a few examples: **baby beans with a dressing based on onions and shallots, a pasta salad with Mediterranean vegetables and a dressing, or a Taboulé from Middle Eastern cuisine.** It's enough to make your mouth water just thinking about it.



Cooking secrets revealed

Ardo gives you inspiration... Visit www.ardo.com and in the 'Recipes' section you'll find lots of suggestions, such as 'terrine of courgettes', 'salad with Bali Rice Mix' and 'trio of Wok Verde, Pasta Conchiglie and smoked salmon'. And what about trying a salad with half corn cobs?

www.ardo.com

On the menu: the revamped 'A Table' range



Demand for indulgent, healthy convenient solutions is really increasing as the result of busier lives, international culinary influences, the growing interest in healthy dishes and a shortage of large-scale kitchen staff. Ardo's revamped 'A Table' range fits in perfectly with this trend.



Ready-made vegetables: convenient and healthy

Our 'A Table' products feature a wide range of ready-prepared vegetables, some of them with sauces. They enable you to make deliciously healthy meals, fast. All of the products that we market under the 'A Table' brand name are the result of our many years of expertise, our ongoing investment in new production techniques and our internationally-oriented product development unit.

As is the case with our other ranges, 'A Table' is also open to new trends and influences, and we recently added a number of trendy and user-friendly preparations to our stable. And we have improved some of our recipes so that you can enjoy their flavours even more.

Broad Range

The current 'A Table' offering consists of 2 product groups. 'The classics', which have long enjoyed all-round approval, and the 'regionally inspired vegetable dishes', which are typical for a particular local area.



Classics

- creamed spinach (chopped and leaf spinach)
- creamed leeks
- black salsify with béchamel sauce
- creamed savoy cabbage
- cauliflower with Mornay sauce
- red cabbage with apple
- mixed vegetables in butter sauce
- broccoli mix with herbes sauce
- brussels sprouts with creamy bacon sauce

Regionally inspired vegetable dishes

- ratatouille
- taboulé
- paella
- gratin broccoli
- pasta pollo

AVAILABLE IN JUNE

Newcomers to the range!

- a mix of vegetables with a butter sauce with herbs
- broccoli with cheese sauce
- pasta salad with Mediterranean vegetables and dressing
- risotto pomodoro
- risotto spinaci
- risotto funghi



New!



Dutch asparagus: now available all year round!

Dutch white asparagus is known the world over for its sweetness and fine flavour. Each year, asparagus-lovers lick their lips as they wait for April and the chance to taste the first crop. If you like Dutch asparagus, then we have some good news: Ardo is now selling freshly frozen Dutch asparagus. Which means you can enjoy this delicious vegetable all year round!

Peeled and blanched

Ardo produces Dutch asparagus at its factory in Zundert, in southern Holland, close to where the crop is harvested. The asparagus is blanched and then frozen, which enables its structure and flavour to be preserved for longer. The asparagus is also peeled, which makes it incredibly practical to cook with.

Our Dutch asparagus is available in packs of 15 x 300g (ASP15A) and the product has an eye-catching photo and fresh green colours. The reverse of the pack also features a recipe suggestion.

Did you know...

... that harvesting white asparagus is pure manual work? In the Dutch province of Limburg, for example, there 8,000 people are out there in the fields every day, come rain or shine, from the middle of April to the end of June.
... that a healthy asparagus plant can produce more than twenty stalks in a single growing season?



New packs (available in May)

Ardo aims to do everything its can to meet your needs. Which is why we are introducing a number of new packs. We will shortly be offering:

Sunny Mix - 2.5kg (XSM610)

Sunny Mix is a fresh and fruity combination of papaya, mango and pineapple that is enjoying great success with retailers. Now also available in 2.5kg packs for the foodservice sector.



Organic-Bio Cauliflower - 600g (BL760B)

Organic vegetables continue to be popular, but our extensive retail range was lacking a classic 'cauliflower'. So we recently put that right.



Grill retail range - 450g

(CGR45D, MIG45D, CGS45D, PPG45D - NL, F, UK, D)

Ardo has already launched the Country Grill range for the retail segment - a mix of grilled broccoli, courgettes, red and yellow peppers and onion - in a 450g pack. Now we are adding three variants to the range: our grilled courgette parilla, our mix of grilled yellow and red peppers, and our revamped Italian Grill, a combination that includes grilled courgettes, aubergines, onions and yellow, green and red peppers. These four Ardo products are sold in packs with colours that reflect the warm appearance of the grilled products. Add a sunny, Mediterranean glow to your freezer!





Ardo Ardooie limits noise pollution for the environment



Ardo Ardooie had an in-depth noise study conducted in 2006 as part of the West Flanders Environmental Charter. Part of the study involved the use of a 3D computer model.

On completion, the study identified around fifty sources of noise coming from our facilities.

The conclusions from the research have now been translated into a practical action plan. **The aim is to tackle the twenty biggest noise-producing culprits in 2007.** In practical terms, we will mainly be replacing old evaporation condensers with new, low-noise models, as well as fitting sound mufflers to fans, cleaning skylights and installing acoustic doors. Ardo Ardooie intends to use these measures to reduce its impact on the environment further to just a touch under the strictest standards.

European website to promote fresh-frozen vegetables

In the spring of 2006, a **campaign** was launched in Belgium, the Netherlands and France, **with the support of the European Union, to emphasise the importance of fresh-frozen products.** The campaign was aimed at teachers, journalists, dieticians and consumers, with a joint logo and slogan to support the initiative in the various countries.

Ardo fully supports this campaign. We are also very pleased to announce that a European website will shortly be going online featuring a whole host of interesting information about perfectly preserved vegetables. You can find out more by visiting www.easyvegetables.com for information about:

- ✓ everything to do with diet and the importance of vegetables;
- ✓ more information about the production process;
- ✓ the 'convenience' aspect of freshly frozen vegetables;
- ✓ lots of downloads, such as the University of Ghent study into the dietary value of processed vegetables;
- ✓ interviews with specialists from various sectors;
- ✓ recipes;
- ✓ press reports.



Légumes surgelés ou en conserve,
délicieux et si facile

Since last year, the turnover and volume of fresh fruit and vegetables has grown by nearly 15%. In combination with the lower European harvest yield in 2006 this has led to historically low supplies. Radical measures in the supply are thus urgently needed, although intermittent shortages can hardly be avoided.

Luckily Ardo has been thinking ahead. We had already decided a few months ago to buy stocks world-wide, and to shift to other growing areas for the 2007 harvest. So we hope to guarantee current deliveries as much as possible and ensure a smooth transition to the new harvest. The exceptionally mild winter has already played into our hands. The growth and harvesting plans for **spinach** in Southern Europe, for example, are running somewhat ahead of schedule. The chopped and leaf spinach harvest is already being brought in.

In both retail and in food service the consumption of spinach in all its forms is obviously increasing. Given the expensive peas from the bad 2006 harvest, spinach was increasingly chosen over peas as the more cost-effective vegetable.

Two issues that adversely affect our harvests

For the other crops it is difficult to find the necessary area under cultivation. This new symptom is accompanied by two phenomena: the **European agricultural policy** of recent decades and the **rising oil and energy prices** in past years.

Europe continues to provide significant subsidies for grain crops. Even though grain prices have risen so much world-wide that the subsidies are really superfluous. The result? Traditional growers of grain crops will hardly switch to the more 'risky' vegetable crops, so no more land is becoming available for vegetables. Rising oil and energy prices in turn ensure that the bio fuel producers are looking for agricultural fuel products. In particular there is a tremendous demand for maize, grain and sugar beet. And that naturally causes the demand for land for these crops to increase appreciably, to the detriment of land for industrial vegetables.

Influence on prices

The consequences of these two trends are very damaging. The much-needed volumes of vegetables for the industry are put at risk, and the price of raw materials comes under increased pressure. In combination with rising consumption this will undoubtedly result in higher prices for freshly frozen vegetables and fruit in 2007. Ardo will continue to monitor the situation and report the situation to customers.

Culinary Ardo



When the weather is getting warmer, you can use Ardo to put sunny meals on the table that take a minimum of time to prepare. Our culinary advisors, Jo Blockeel and Ruud van Mierlo have picked out a few of our bestsellers and produced two delicious recipes to remind us that spring is here. Try them with us:

Asparagus crostini with ricotta

Ingredients to serve 4:

500g Ardo Dutch white Asparagus, 200g Ardo puree of garden peas
60g diced Ardo shallots, 4 pieces of ciabatta, 250g ricotta
20ml olive oil, salt and pepper

Cook the Dutch white asparagus for ±6min.
Fry the shallots in the olive oil until they turn golden yellow. Add the puree of garden peas and allow to reduce gently. Season the puree with salt and pepper, let it all cool down, then add the ricotta.

Cut eight small slices of bread, drizzle with olive oil and toast under the grill. Spread the toasted ciabatta with the mix of garden peas.

Finish by draping on the cooked Dutch asparagus over the ciabatta. Enjoy!

Tip: you can also mix the puree of garden peas with a little basil and then heat up the combination.



Sunny mix marinated in syrup of Muscat wine with mint and lime sorbet

Ingredients to serve 4:

400g Ardo Sunny Mix, 30g Ardo mint,
30ml Muscat wine, 20ml water, 200g sugar crystals,
juice 1/2 lemon, lime sorbet

Make sugar syrup: allow the sugar in the water to boil until the sugar has been totally dissolved. Mix this syrup with the Muscat wine and lemon juice. Add the mint. Marinate the Sunny Mix for 12 hours in this syrup.

Serve in a glass with a small scoop of sorbet and a brandy snap. Heavenly!



Delicious!



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