



A cracking year!

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Fairs

Horecava Amsterdam - NL
9-12/1/2006

Biofach Nürnberg - D
16-19/2/2006

**International Food & Drinks
Exhibition Athens - GR**
23-27/2/2006

Alles für den Gast Vienna - AT
19-22/3/2006

Foodexpo Herning - DK
19-22/3/2006

PLMA Amsterdam - NL
30-31/5/2006

We've already got one foot in 2006. And Ardo is hoping it will be a good year. Healthy, light and "rapid" products are still on the up. That's clear from a study carried out by the consumer and market research consultancy ACNielsen in 59 countries. Frozen fruit and a range of convenience vegetables appear in the top 15 foodstuffs that saw the steepest rise in turnover.

In addition a University of Ghent study carried out on behalf of the Association of European Fruit and Vegetable Processing Industries, OEITFL shows that **freshly frozen vegetables and fruit have at least the same nutritional qualities as their fresh equivalents**. The results of the study show that **"quick-freezing is a process which preserves the structure, colour, flavour and nutritional value of fruit and vegetables."** Freshly frozen food products "contribute to the intake of the recommended daily quantity of vitamins, minerals and fibre", say the researchers.

Up to date

We don't only keep a close eye on the studies and trends, we are also closely involved in them. We regularly commission market research or food-related studies. We want to be the first to provide you and your customers with information about market and consumer developments. That way we can respond to the new trends together. **We wish you an outstandingly successful new year.**

2006

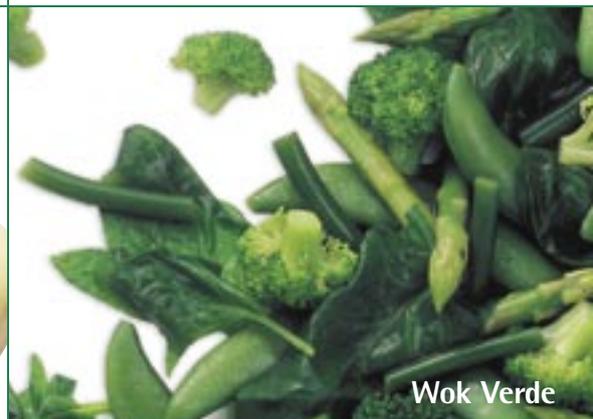
Your good health!

Retro vegetables are back in fashion!



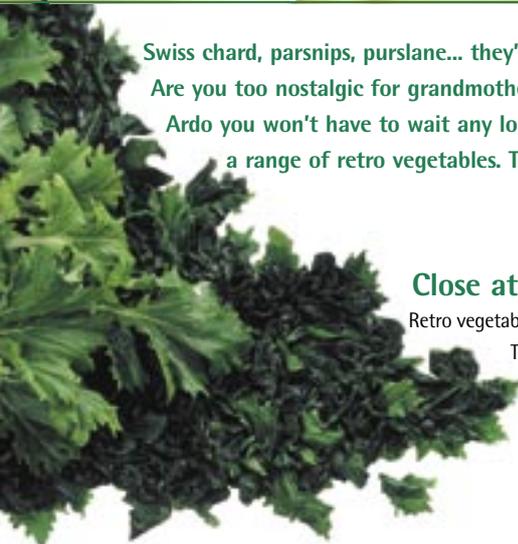
Parsnips

New arrivals!



Wok Verde

Swiss chard, parsnips, purslane... they're coming back onto the menu. Are you too nostalgic for grandmother's vegetables? Don't worry, thanks to Ardo you won't have to wait any longer. Our Classics Selection now contains a range of retro vegetables. They are available in 2.5kg and/or 1kg packs.



Swiss chard

Close at hand

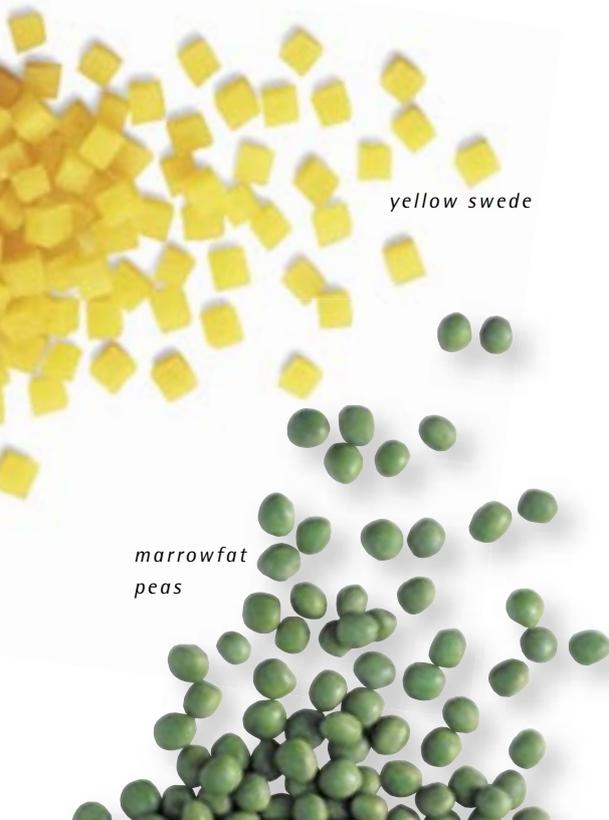
Retro vegetables are gaining popularity. But they don't seem easy to find.

Thanks to the freshly frozen solutions from our Classics range you won't have to search in vain.

Our products are available and usable all year round. Extra handy!

Tip!

Do you run a restaurant? Take advantage of the rising demand for retro vegetables and organise a theme week. With our Classics products you prepare a very wide range of dishes fast and to perfection. What are you waiting for?



yellow swede

marrowfat peas

Our Retro range includes:

- **Purslane:** similar to spinach but with red stems
- **Swiss chard:** similar to Purslane but with fleshier stems
- **Parsnips:** makes an excellent roast vegetable or mash
- **Marrowfat peas:** typically used for mushy peas
- **Beetroot:** Extremely popular again
- **Turnip cabbage:** like a miniature turnip, excellent in soups
- **Yellow & white swede:** staple ingredients for soups and stews
- **Celeriac:** excellent for soups and stews
- **Curly kale:** a highly nutritious brassica
- **Salsify:** renowned for their good flavour and parsnip like texture - excellent with a cheese sauce

Innovation is in our genes. Every day we are hard at work developing new products. To guarantee you even better quality and even greater ease of use. New lines include:

Wok Verde

NEW

Pure class: that's the best way to describe this wok mix. With a **combination of bright green ingredients**, such as leaf spinach, broccoli, sugar snaps, asparagus and garlic sprouts, without the addition of sauce and/or herbs, nature really comes to the fore. End users can themselves choose how to prepare the product. As well as in the wok this mix is quite at home in the steamer or saucepan.

Pasta Primavera

NEW

A mix of **chopped carrots and leeks, leaf spinach, bean sprouts and Fettuccine pasta**. That's the successful recipe for this attractive and tasty mix.

Pasta Primavera forms the **perfect basis for all kinds of preparations in the wok or the oven**. Meat, fish, herbs, etc. you can choose what you want to add. As you can see, this pure mix of fine vegetables and fun pasta opens up all kinds of possibilities for your creativity.



Carrots Rustica

NEW

Are you looking for a **new, natural cut for carrots**? Our **mix of orange and yellow carrots** is just the thing. They look as though they were chopped at home with a big knife... no two pieces are the same shape. With our Carrots Rustica - available in 2.5kg packs - we give traditional cooking a new dimension.



Fines Herbes: Ardo's herb garden open all year round



As well as freshly frozen vegetables, fruit, pasta and mixes Ardo also offers a range of herbs. And just as with our other assortments, there are many advantages to the Fines Herbes range. Our chives, for example, are grown and produced in Denmark.

Advantages by the ton



At harvest time, they are chopped in the field, before washing and drying at the factory. Then we fresh freeze the chives.

Our agricultural department keeps a close eye on the cultivation and harvest of the chives. That's how we keep the bacteriological levels - in accordance with the strictest quality requirements - extremely low.



As well as this important advantage there are still other aspects that distinguish freshly frozen herbs from, for example, dried herbs. **The taste and colour stay as fresh and distinctive as those of freshly picked herbs. All year round.**



A lively range

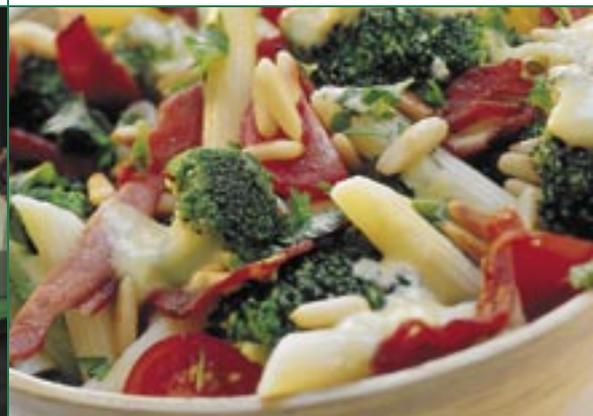
Chives are just one of the herbs with these advantages.

The full selection of Fines Herbes consists of:

garlic, parsley, basil, dill, chives, chopped onion, coriander, shallots, rosemary, tarragon, 8 herb mix.

All our herbs are available in 250g bags and/or 5kg boxes.





Trade fairs

Vigo, Moscow, Salzburg, Chicago, Ghent, Cologne, Amsterdam ... In recent months Ardo has attended several trade fairs. And there was always a lot of interest in our products. We would also like to thank everybody who visited us at one of these events.

New recruits

At Ardo, quality and service are central. To assist you better, we're expanding our teams.

- From now on **Pieter Jacobs** and **Isabel Martins** will strengthen the sales department. As Sales Manager, Pieter Jacobs will coordinate sales to the Southern European markets. Isabel Martins takes up the post of Commercial Director Retail for the Portuguese market.
- **Marc Devos**, Packaging Manager in the Ardo Coordination Center, has retired and has been replaced by **Ine Vandenaabeele**.
- **Axel Grosskemm** will in future be responsible for sales to the industry in Germany. **Mrs Wiese** will succeed him in the sales office.
- **Stefanie Maes** is commercial assistant to **Lode Verhiest** for the overseas sales.

The heart in the right place

On 24 September 2005 Martin Horsnail, Sales Manager of Ardo UK, set off on a walk of more than 100 miles along part of the Great wall of China. He walked for ten long days, in often



extremely difficult terrain – along restored and totally ruined sections, and covered no fewer than 90 000 steps up and down. Martin was collecting money for ASTHMA UK. More than 5.2 million people suffer from this disease in the UK. The undertaking was a success: more than 4.000 euro or £ 2700 were collected. Congratulations, Martin!

Hip, hip, ...

In 2005 Ardo Gourin and Ardo Ratingen celebrate 10 years in the Ardo group.

The French firm, led by Claude Villain, concentrates on the production of cauliflower, broccoli, spinach and coated products. Günter Linkenbach is head of the German sales unit.

Under his leadership sales have grown both in retail and in wholesale and industry. To offer our many German clients a rapid service, a new logistics unit was recently opened in Barsinghausen.

We'd like to thank the staff on the two sites for their efforts, and wish them every success in the coming years.

Ardo for Central and Eastern Europe

An extensive survey of users in the Central and East European market reveal a need for 400g packs. We will shortly be offering around twenty products in this size. As well as regional products tradition products from the "Classics" and "A Table" range have been included in the 400g range.

The broad selection includes: Garden Peas, Soup Vegetables, Gold Mix, Hawai Mix, Summer Mix, French salad, Chopped Spinach, Cut Wax Beans, Chopped Creamed Spinach, Stir Fry Vegetables, Wok Mix, etc.



... broccoli is good for the brain?

According to research carried out by London's King's College broccoli contains substances that have the same effect as medicines to combat Alzheimer's disease. This does not mean that eating broccoli can treat the disease. It does mean that the brain might decline less quickly if it's eaten regularly.

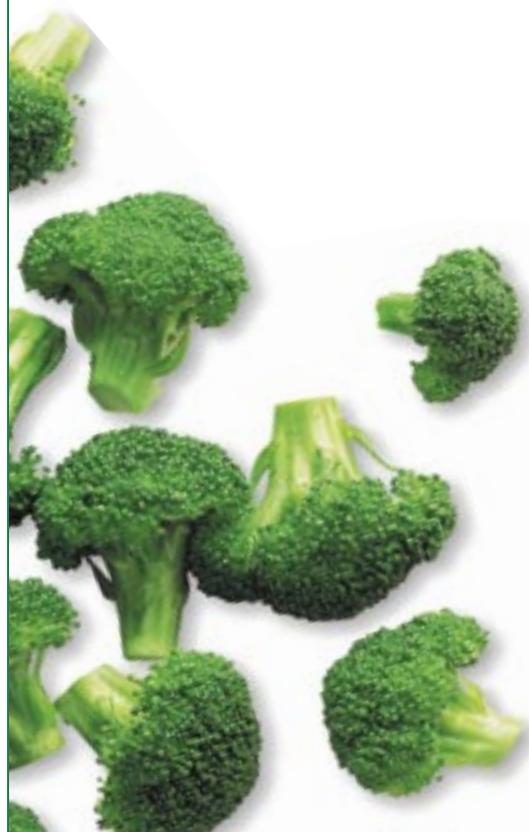
Source: Het Nieuwsblad – 28 September 2005

... that broccoli is very healthy?

The vegetable is low in calories and high in trace elements, vitamins (particularly B and K), fibre and calcium. Broccoli also stimulates the working of the immune system and promotes the take up of iron.

... children are mad about broccoli?

Just combine with mozzarella or cauliflower. Scrumptious!

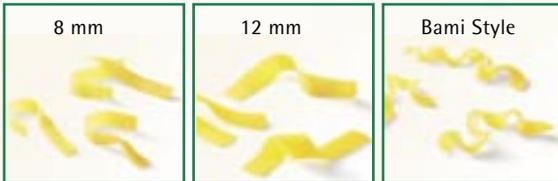


Ardo's pasta: short and sweet



Ardo's range consists of the shorter types of pasta. They provide the perfect alternative to the longer pasta varieties. **For example, Fettuccine, at a maximum of 8 cm long, is the ideal substitute for tagliatelle.**

Our Fettuccine are available in the following forms:



This stands out for ease of serving. The short Fettuccine pieces are easy to eat too. So there's no more endless twisting of long strands of spaghetti or tagliatelle on the fork. The Fettuccine can be eaten simply from the fork or spoon. An important plus, for example in schools, canteens or hospitals. Finally our Bami Style is **not only convenient and tasty, it also looks good**. It lends an extra touch to your preparations.

And then there are all the general advantages of our fresh-frozen pasta:

- pre-cooked
- al dente, in the Italian style
- easy to prepare
- fast
- fresh flavour
- very economical
- attractive colour
- high nutritional value

Convenient and tasty!

Market reports



For Ardo the last months of 2005 were pleasantly busy, in both production and sales. Not least because the winter's cold arrived early all over Europe and gave the sales of freshly frozen vegetables an extra push.

In addition the influence of the media made itself felt.

The vast stream of information on the ease of use, quality, wide selection and the health aspect of freshly frozen vegetables stimulated consumption. Everyone wants to live healthily, and thanks to Ardo they can, always and everywhere.

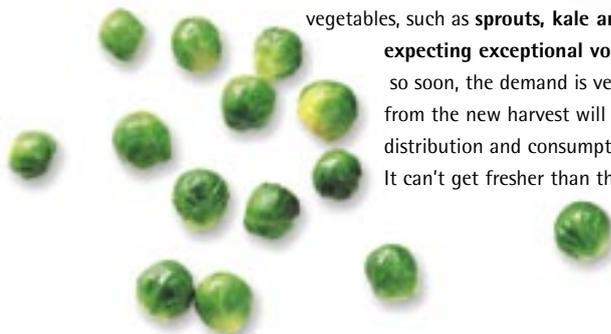


Harvest results were also less good in 2005. This year – partly because of the freak weather conditions in the spring – **it was very difficult to produce the planned quantity of garden peas, cauliflower, broccoli and peppers in Europe.**

However, from Southern Europe to Scandinavia, we have a sophisticated harvesting organisation to avoid shortages. So in 2006 we'll be harvested some crops earlier than expected. To be able to do that, the choice of where to cultivate the plants is hugely important.



Finally, we are looking forward to the harvest of typical winter vegetables, such as **sprouts, kale and salsify. We are not expecting exceptional volumes.** Because winter arrived so soon, the demand is very strong, so early supplies from the new harvest will be shared over all the distribution and consumption channels. It can't get fresher than that!



Culinary Ardo



Ruud van Mierlo was inspired by Ardo's recently launched products to write two delicious recipes. Fettuccine, Pasta Primavera and Wok Verde are the main ingredients. Erwin van Loenen was the food stylist.

Lamb fillet with Wok Verde and Pasta Fettuccine

Ingredients to serve 4:

- 500g Ardo Wok Verde
- 250g Ardo Pasta Fettuccine
- 300g fillet of lamb, cut into strips
- 1 tea spoon Ardo chopped garlic
- 3 tea spoons Ardo finely chopped shallot
- 1 tea spoon Ardo 8 Herbs Mix
- 100g parmesan shavings
- 50ml olive oil
- 20ml balsamic vinegar
- salt and pepper



Make a marinade with 50ml olive oil, garlic and freshly ground pepper, and marinate the lamb fillet. Add the finely chopped shallot. Heat the Wok Verde briefly in a little olive oil. Add the strips of lamb fillet, and at the last moment the Fettuccine. Stir fry over a high heat quickly. Meanwhile add the 8 Herbs Mix and finish with balsamic vinegar, salt and pepper. Arrange on a plate and scatter with the parmesan shavings.

Tip: The lamb fillet can be replaced by chicken or turkey breast. It can also be served without meat as a vegetarian dish.

Pasta Primavera with lemon cream sauce

Ingredients to serve 4:

- 600g Ardo Pasta Primavera
- 250g mascarpone
- 3 tea spoons Ardo chopped onion
- 1 tea spoon Ardo chopped garlic
- 3 tea spoons roasted almond flakes
- juice and grated zest of a half a lemon
- 40ml olive oil
- salt and pepper



Grate the lemon and squeeze out the juice. Heat 20ml olive oil in a pan and add the grated lemon and the lemon juice. Heat for one minute. Add the mascarpone and season with salt and pepper. Keep the sauce warm (don't let it boil!). Heat the rest of the olive oil and fry the onion. Add the chopped garlic and the Pasta Primavera and cook lightly. Arrange on a plate and pour the mascarpone sauce over. Garnish with the roasted almond flakes.

Tip: You could add scampi, fresh salmon or sea wolf to this dish.



Ruud van Mierlo

Erwin van Loenen

Culinary Advisors Ardo Netherlands



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Contact Ardo:.....
Send me more information: Fines Herbes Wok Verde
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