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Fairs

CONXEMAR VIGO - ES
6-8/10/2009
Vigo Exhibition Centre
Stand J28
www.conxemar.com

ANUGA COLOGNE - D
10-14/10/2009
Kölnmesse
Hall 4.2 - Stand E019
www.anuga.com

GAST HERBST SALZBURG - AT
7-11/11/2008
Messezentrum Salzburg
Hal 12 - Stand 112
www.gastmesse.at

HORECA EXPO GHENT - BE
22-26/11/2008
Flanders Expo - Hal 7 - Stand 7216
www.horecaexpo.be

Fresh frozen goes down well with consumers

Fresh frozen products end up in our trolleys or are cooked in industrial kitchens more often. How do we know that? The buying behavior of many end users has been studied, including in the UK and in Germany. The results are clear: fresh frozen goes down well.

Fresh frozen products have never been more popular in the UK. Total sales exceeded GBP 5 billion in June 2009, a record ⁽¹⁾. Shoppers are being more open minded, changing their behavior to purchase and appreciate the benefits of fresh frozen food. Fresh frozen also seems to be a solution for the tight family budgets in the credit crunch. In the UK the nutritional benefits are confirmed by a study in British primary schools which has demonstrated that fresh frozen is just as nutritious as fresh. Fresh frozen even contributes to a reduction in food waste, increased ease of use and presents true value for money ⁽²⁾.

The German figures also speak loud and clear: over the past 10 years the consumption of fresh frozen products has risen by 32.2%. In 2008 every German consumed 39kg of these products. That is 9.4kg more than 10 years ago. 33% of Germans regularly buys frozen products and 51% occasionally. In their own words, because these products are easy to use, of good quality and usually better value for money. The German food service market is very much aware of this trend ⁽³⁾.

Do you want to discover why fresh frozen is on the rise? **Come and see us at one of the fairs Ardo will be attending.** For example, at Anuga in Cologne we will organise special product demos and tasting sessions of our "Express Pro" range, which will be further described below.

You are very welcome to join us!

(1) Source: The Grocer - 07.2009

(2) Source: BFFF - 07/2009

(3) Sources: Dti - 06/2009 - Market research agency Dialogo





Ardo's wide choice of essential ingredients is a convenient, high quality range of store cupboard ingredients that save time and effort in preparing delicious dishes.



Pre-cooked or pre-fried and ready to use. Simply heat and eat, or add to cold dishes



Rainbow Carrots: this unique mix of white, yellow and orange slices of carrot are completely natural. The result is a lavish range of colour that gives a very original look to your dishes.
WSM610 - 4x2.5kg



Wok verde with its bright green ingredients. This mix - without sauce or seasoning - can be steamed or boiled, as well as stir-fried.
MWV310 - 10 x 1kg



Cherry tomatoes
Ardo produce a superb, sweet tomato that will add extra flavour and sweetness to your dish with minimal waste compared to its fresh equivalent. Also available in slices.



Mekong rice mix, a mix of basmati rice with finely chopped vegetables. Ideal for stir-fries, stir-fry's and cold dishes.
MBA610 - 4 x 2,5kg



Red onions give every dish a special touch of class and create pizzas that stand out from the crowd. Makes excellent onion marmalade for roast meats.
A well-balanced mix of varieties and its fine chopping gives the red onion its delicious taste.
ARC610 - 4 x 2.5kg



Ardo's **grilled vegetables** range has a pack size to suite all sales channels and are easy to prepare, giving customers a tasty and trendy alternative to standard vegetables. We recommend trying the Italian and Country grill for pizzas, pasta dishes, stuffing. Grilled peppers, courgettes and aubergines are perfect for sandwiches, quiches, spectacular pizzas and salad creations.



Vegetable purees are ready and are easily portioned. Ideal for preparing hot dishes, soups, sauces and dips.



From white rice, through a wild rice mix and exotic basmati rice: you'll find something to your taste thanks to our range of **pre-cooked rice**.



Quick frozen fresh pasta also continues to be popular. Fresh flavour, reduction in energy needed (over dried), lower wastage and wide variety of shapes make it great value for money.



Ardo presents **sweet potatoes pre-cooked** and chopped like you would at home. This helps you to save valuable time, as its curvy shape and firm flesh would take you a while to peel. Delicious in sweet and sour dishes, but equally good grated or mashed.
AZ2610 - 4x2.5kg

eXpress^{pro}

Les Fruits

Fines Hérbes



Extra cooked and slightly seasoned vegetables for the professional kitchen.



Throughout the year a varied range of fresh frozen fruits and fruit mixes are available and ready for use.



All Ardo herbs are freshly and quickly frozen immediately after being harvested so that they do not stick together and can be easily used as required.



The light herb coating avoids dehydration of the vegetables and makes sure that they remain juicy while providing a beautiful natural shine when they are served. It also adds flavour to the vegetables, without affecting their natural taste.



The Ardo fruit purees are presented in individual portions and therefore easy to use in the required dose. The fruit purees in 4 flavours, strawberry, raspberry, banana or mango are ready to be used in a whole range of dishes. They contain no colouring agents, added sugars or preservatives. 100% pure fruit!



The range offers a **broad selection of versatile basic herbs and herb mixes**. Pre-cut shallots, onions and garlic are particularly convenient: just take the amount that you need and add straight to sauces and dishes.

à table

Bio Organic

Les Tapas



A range of delicious vegetable dishes, subtly seasoned and/or with an accompanying sauce. Ardo's range of healthy vegetable dishes come in conveniently sized portions and are a great help in any kitchen.



Ardo offers a broad range of organic single and mixed vegetables for the retail, catering and industry segments.



Tapas is part of Spanish gastronomic culture, but has in recent years become something of a tasty trend everywhere.



Insalata Mediterranea is a cold pasta salad with Mediterranean vegetables and dressing that would liven up any salad bar. Just thaw and serve!

Risottos are available in 3 tasteful varieties: spinach (spinach), fungi (mushrooms) and pomodori (tomato).



From cauliflower florets, through sweet corn and sliced carrots, to wok mix, red cabbage with apple and creamed spinach: these and many more are available in the 'Organic' range. And **organic onion cubes** are available to be used in all your dishes.



Besides different varieties of onion rings, **vegetable burgers and vegetable snacks** were added to the product line (see further in this newsletter under "Coming Soon").

Innovative packaging



Following our acquisition of Austria Frost in Austria, Ardo is launching several products that are typical of the regions along the Danube.

An overview:

- Sauerampfer (Sorrel):** a sharp-tasting vegetable that can be used in numerous dishes – particularly good with fish.
- Rotkraut (red cabbage):** a very popular dish is red cabbage with apple, seasoned with several typical regional herbs.
- Spinat passiert:** very fine chopped spinach
- Mohnnudeln:** these typical noodles are easy to prepare in a frying pan, pot or microwave oven. Poppy seeds and sugar can be added to taste from a separate pouch.
- Letscho:** this typical Hungarian product most closely resembles a ratatouille. Discover it also in this issue of Actual under new products.

Available in 450-500g containers with German and/or CEE languages.

New Fruit Punnets

The attractive transparent punnets are an innovative way of packaging fresh frozen fruit:

- the product stands out
- perfect conservation
- easy to stack, both horizontal and vertical

Available in punnets: Sunny Mix, Raspberries and Warm fruit salad.



Coming soon



Ardo is extending the "Les Tapas" line with some tasty pre-fried vegetable snacks. Always a good idea to have them at hand: fast, tasty and versatile. And a fun way to make children eat vegetables. A short overview of a variety of products:

Burgers: an irresistible choice of burgers weighing 70g containing several delicious vegetable combinations, in a traditional shape and coated with crusty breadcrumbs.



Vegetable burger: mixture of carrots, celery and leek.



Spinach burger: mixture of spinach, vegetables and cheese.



Cauliflower/cheeseburger: mixture of small cauliflower florets with leek and cheese coated in crunchy crumb coating with sesame seeds.



Vegetable sticks: a stick of about 30g containing peas, carrot bits and sweet corn in a crunchy crumb coating, with a fine herb seasoning.



Broccoli nuggets: the 20g "finger food" vegetable snack. A combination of broccoli, leek and cheese in a crisp crumb coating.



Crispy crumb coated vegetables: a mixture of broccoli florets, cauliflower florets and young carrots, each individually coated. Crusty on the outside and cooked al dente on the inside. The shape, colour and texture of the vegetables is perfectly preserved.

New!

New products in our range

At Ardo, we are always developing new products in response to market needs and trends. Here are the brilliant newcomers to our range.



Leaf spinach in large portions

Spinach is still a top-selling product in the food service market. Consequently, Ardo is expanding its product line with leaf spinach in large portions. This spinach **retains its attractive leaf structure**, and it is **very easy to portion** out according to the the number of diners.



Letscho

A product typical of the regions along the Danube that most closely resembles a ratatouille of red en green pepper, tomatoes and onion. It is seasoned with typical regional herbs.

Available in 2.5kg portions and 450g block.



Precooked potatoes

The pre-cooked Ardo potatoes are **100% natural, not pre-fried and without additives, flavouring agents or added salt**. Make sure to try our potatoes natural Premium with the Nicola variety, yellow in colour, refined taste and soft texture.

Natural potatoes Premium - small- AR1610 - 4x2,5kg

Parisian potatoes - ARH610 - 4x2,5kg

Potatoes Rustica - A1261+ - 4x2,5kg

Sliced potatoes - ARS61+ - 4x2,5kg

Skin on half jacket potatoes - ARW610 - 4x2,5kg

Vegetable salad

A ready-to-use vegetable salad with dressing, simply defrost and serve for every salad buffet. A colourful mixture of green beans, yellow beans, tomato and sweetcorn in a light mustard and herb dressing. Just thaw and serve!



Puff pastry

Thanks to the different production options of Ardo Austria Frost, the newest addition to the Ardo clan, Ardo can now offer **fresh frozen puff pastry**. The puff pastry, made with margarine, is finished into **250g rolls**. Suitable for both sweet and savoury dishes.

1 roll = 250g, 300mm x 235mm x 3-4mm

Packaging: 2 x 250g



Culinary Ardo



Leaf spinach gratin

Ingredients to serve 4:

- 4 portions Ardo leaf spinach
- 200g Ardo chanterelles
- 1 table spoon Ardo shallots
- 1 tea spoon Ardo chive
- ½ tea spoon Ardo garlic
- 250ml liquid cream
- 80g grated pecorino
- salt, pepper, nutmeg



Brown the defrosted leaf spinach slightly with the shallots in heated butter. Season with garlic, salt and pepper and leave to stew for about 5 minutes. Then divide it over 4 gratin trays. Heat the chanterelles, season with salt and nutmeg and add the cream. Leave to boil down and finish by adding chive. Divide the chanterelles and cream equally over the trays, sprinkle with pecorino and bake in the oven at 200°C for about 5 min.

Fillet of pork in puff pastry with Letscho

Ingredients to serve 4:

- 500g Ardo Letscho
- 250g Ardo puff pastry
- 8 pork tenderloins of 80g each
- 1 small glass of red pesto



Heat the Letscho according to the instructions. Let the puff pastry defrost a little and cover it with the pesto. Season the fillets of pork with pepper and salt, sear both sides for about 30 seconds. Put aside and leave to rest for 2 min. Put the fillets of pork on the puff pastry and make small packages. Bake for about 12 min. in the oven at 180°C until the puff pastry has acquired a light brown colour.

Serving suggestion: Serve separately in a small dish.
Serving suggestion: Ardo Parisian potatoes.

Delicious!

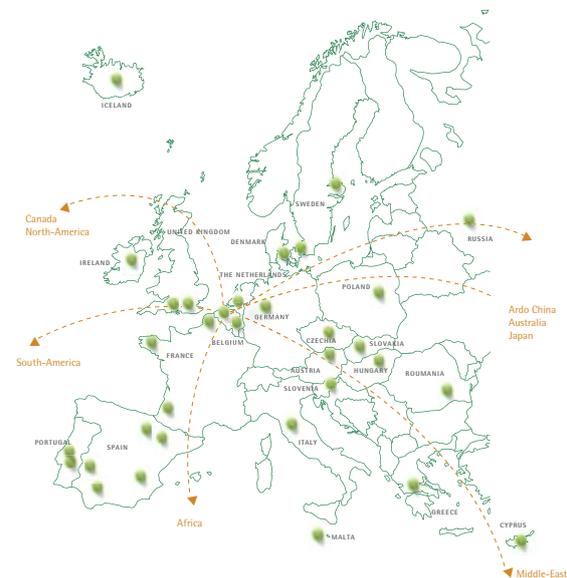


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Ardo international

Ardo's international presence allows us to stay in touch with our different markets. This means that we quickly know what your needs are and can respond appropriately. If you have any questions, **you can always get in touch with one of our local contacts who will provide you with efficient and expert assistance.**



We preserve nature's precious gifts



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