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Fairs

CONXEMAR Vigo – ES

2-4/10/2007
Feria Vigo
www.conxemar.com

PIR Moscow – RU

3-6/10/2007
Crocus Expo
Pav. 3 – Hall 14 – Stand 1D27
www.pir.ru

ANUGA Cologne – D

13-17/10/2007
Kölnmesse
Hall 4.2 – Stand E019
www.anuga.com

GAST HERBST Salzburg – AT

10-14/11/2007
Messezentrum Salzburg
www.gastmesse.at

HORECA EXPO Ghent – BE

18-22/11/2007
Flanders Expo Gent
Hal 7 – Stand 7216
www.horecaexpo.be

Making the most of new trends

Ardo is a trendsetter in freshly frozen products. To maintain our strong position in the marketplace, Ardo is constantly making the most of new trends and concepts by introducing new products.

From the South

Dishes from Mediterranean countries are definitely 'in' at the moment and it's something we pay a great deal of attention to in the Ardo range. Our **grilled vegetables**, for example, give your meals a real touch of summer. Our **ready-to-heat risottos** enable you to serve up a delicious Italian rice dish quickly, conveniently and consistently. Our tasty **pasta salads**, complete with the right dressing, give you a whole host of fresh flavours to relish.



Ease of use

At Ardo, we focus on **ease of use and simplicity**. The ingredients in our Brunoise Mix, for instance, are all **pre-diced** into tiny **cubes**, making them exceedingly easy to work into your sauces and soups. Our pre-sliced onion, diced tomato and julienne vegetables make light work of preparation in the kitchen.

You'll also appreciate our flair for **innovation** in our **packaging**. For example, we now offer some of our products in 'stand-up' bags. Making them so much easier to store away neatly in freezer cabinets and catch the eye of shoppers.

We very much hope to see you shortly at one of the many trade fairs that we attend as a company. When you come and see us, you can get to know our extensive range too, or enjoy a chat with our culinary advisers, while establishing contacts with your fellow professionals. We look forward to seeing you and wishing you a warm welcome.



Something for everybody

Supplying top-quality freshly frozen products is where Ardo stands head and shoulders above the rest. You have the choice of 7 different Ardo ranges. We bring them together for you and put the main product references in the spotlight.

Classics



Vegetables bursting with natural goodness harvested at the height of the season and perfectly preserved. Ideal for traditional meals, as well as exotic dishes to make the taste buds tingle.

Our pedigree frozen **Dutch asparagus** is new. It stands out from 'ordinary' asparagus with its soft texture and refined flavour. The Dutch asparagus is known for its sweetness and fine taste - and Ardo now has it in mouth-watering quick frozen form. The asparagus is blanched first and then frozen.

New

Which means you can enjoy this wonderful vegetable all year round. Our Dutch asparagus is available in 300g packs.

Mekong Rice Mix, which is the new name for what used to be called Bali Rice Mix, consists of basmati rice, yellow and orange carrots, peas, sweetcorn and onion. It's a combination that is ideal for **stir-fries, cold dishes and microwave meals**. Available in 2,5kg.



Add some colour to your plate with **Ardo's Duo of Romano beans**. The yellow and green Romano beans retain their texture, whether cooked in a saucepan, steamer or wok. Available in 2,5kg.

The **Classics range** also features a few other **pre-sliced and chopped freshly frozen vegetables**. Cubed tomatoes and onions, julienne vegetables, (Mediterranean) Brunoise, etc. - all ready to be used in a wide range of dishes.



express



The possibilities provided by these pre-cooked or fried frozen vegetables, pasta and rice are unlimited when it comes to both hot and cold dishes.

We have also expanded our range of flame grilled vegetables for retail to include: **grilled courgette parilla, the mix of grilled yellow and red peppers, and the revamped Italian Grill. Country Grill**, which is a mix of grilled broccoli, is now also available in 1kg packs.



Making **lightning-fast purees** for hot dishes, soups and dips, regardless of the portion size you want, is a breeze with Ardo.



Pulses are gaining in popularity at the moment, bringing with them the many positive benefits of easy digestion and low cholesterol content.

We have a wide range of pulses to offer, including **flageolets and red beans**.

Our range of pre-cooked rice also comes in a number of different forms: **white rice, wild rice mix and exotic basmati rice**.





Bio

Ardo's range of healthy vegetable dishes that come in conveniently-sized portions, complete with the addition of chef devised sauces and/or herbs. A Table products are a great help in any kitchen and we have now added a number of trendy and restaurant quality variants to the range.

Our three smooth and creamy **Risotto varieties**, packed in an attractive 'stand-up' bag, can be heated up in a microwave or saucepan in minutes. **Risotto Spinaci** is a classic among risottos, while **Risotto Funghi** offers refined and delicious flavours with its Parisian and oyster mushrooms and **Risotto Pomodoro** brings a taste of the Mediterranean and vividly rich colours to your plate. Available in 450g.



New

Naturally grown in specially selected fields and then processed in accordance with the strictest quality standards. Our organic vegetables, vegetable-based dishes and fruit are more than worth their organic certificate.

Now added to our 'Bio Organic' range are our **sweetcorn** and **cauliflower florets** in 600g packs and our **onion cubes** in a 2.5kg packs.



New



Insalata Mediterranea is a cold pasta salad with Mediterranean vegetables and dressing that would liven up any salad bar. Available in 450g and 2.5kg.

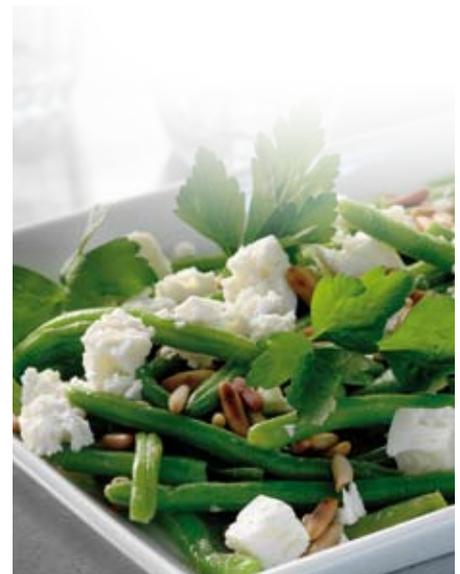
Roast Supreme, a superb dish with a sauce that is more than more-ish! A mix of partly grilled vegetables with a seasoned butter sauce based on balsamic vinegar and soy sauce, makes an ideal accompaniment to meat dishes. Available in 450g.



We have also added a classic recipe: **Cream Broccoli** with a lovely light cream sauce. Heat up for 20 minutes on a low heat, or brown the top in the oven. Children love it. Available in 750g.



Ardo's **Bio Organic range** is packed of excellent alternatives to conventional lines: from leaf spinach and broccoli florets, soup vegetables and wok mix, to creamy leaf spinach and red cabbage with apple.





Les Fruits

Heavenly fresh fruit is available all year round. Freshly picked and snap-frozen, it couldn't be any fresher.

Bring the sunshine inside the house with **Sunny Mix**. This blend of pineapple, papaya and mango looks as good as it tastes in its 300g fruit punnets. Now also available in 2.5kg packs.

Beautifully firm **raspberries** in fruit punnets are also available.



Blueberries are super-healthy. Not only are they packed full of antioxidants, such as vitamin C, but Ardo makes them available all year round at a very affordable price.



Ready-to-eat fruit mixes have become extremely popular. Ardo is taking advantage of the trend with its varied range of Fruit Berry Mix, Black Forest Mix, Exotic Fruit Salad with passion fruit sauce, Tropic fruit mix, and so on.



Fines Herbes

Ardo always likes to add an extra touch to dishes and the 'Fines Herbes' range illustrates this perfectly. The concentrated flavour of our herbs and herb mixes remain all year round. **Because they are frozen loose, using exactly the amount you want is so easy.**

We freeze our herbs as soon as they have been picked to ensure top quality. Shallots and onions can be fiddly ingredients that are often used in sauces and various dishes. **We make it easy by chopping them for you**, so you don't have to spend time preparing them.



Les Tapas

Quick, healthy snacks are also something we have thought of at Ardo, with the **Les Tapas** range.

Our **Onion rings** are satisfyingly crunchy on the outside and deliciously soft inside. They make a great pre-dinner snack with a drink, are great on their own or as part of a meal.

You can prepare our three variants in the oven, deep fat-fryer or frying pan. **Natural Onion Rings** always deliver the full natural taste of sweet onions. Our **Battered Onion Rings** and **Breaded Onion Rings**, coated with crunchy breadcrumbs, are crisp, consistently-shaped rings made from delicious onion pieces.



Ardo news



Market and crop reports



Ardo international

Ardo continues to expand and we recently opened an Ardo sales office in **Poland**, Warsaw. This new facility will enable us to guarantee our Polish customers an even better service than before.



Staff news

Ardo has expanded its team to service your needs even better:

- **Krzysztof Stankiewicz** has been appointed to manage our new sales office in Warsaw, Poland.
- **Simon Balcke** has been recruited as key account executive retail for Germany.

In addition, we also said goodbye to **Günter Linkenbach**, who has retired after twelve successful years with Ardo Germany in Ratingen as General Manager. We extend our warmest thanks to him for his energetic and valuable input over that period and wish him all the best for the future. From now on **Jürgen Schulte** will assure his job.



Günter Linkenbach

As autumn approaches, a large part of the vegetable production has already been completed. The assumption that crops will be significantly lower is now fully confirmed.

The persistent rain and the cold weather in certain areas, and the extreme drought in others, are the cause of the many disappointing crops.

- **Garden peas:** after the last pea fields in Scandinavia were harvested, a European shortage of 30% in garden peas was detected, with some parts of Europe registering a shortage of up to 50%. Furthermore, the shortage is not limited to Europe, but is a worldwide phenomenon. It is clear that there will not be enough garden peas available until the new harvest in June 2008.
- **Spinach:** too much rain turned many fields from fresh green to yellow in a short time. Consequently, this spinach cannot be harvested.
- **Cauliflower:** excessive rain hindered the timely planting of young cauliflower plants. A delay in the autumn harvest is consequently unavoidable.
- **Young carrots:** the high degree of humidity had a negative effect on quality and quantity alike.
- **Turnip cabbage:** was the only vegetable to have had any normal harvest process.
- **Beans:** both Brittany and Belgium have not been able to sow sufficiently to cover their full needs. Furthermore, sowing was very late, and as a result the growth could not proceed according to schedule. As a result, a shortage of at least 20% is already expected, but September and October will be decisive for the final harvest results.
- **Corn:** the drought in Central Europe caused a production shortage of about 15%.
- **Paprika:** low yields in Turkey, Spain and Portugal led to drastic price increases.
- **Organic vegetables:** shortages across the board.
- In addition to vegetables, **various types of fruit** also registered lower yields. The harvest results of **strawberries and raspberries** will not be able to cover the needs of the market.

It is clear that the poor harvest results are not very motivating for our growers to cultivate vegetables again in 2008. Furthermore, the grain, maize, rape or sugar beet harvests intended for the **growing production of alternative biofuel**, mean higher income at a significantly lower risk for the farmer.

Additional price increases are conceded to growers already **for the harvest of 2008** so as to guarantee the necessary acreage for vegetables.

Demand will also exceed supply in the coming years, constituting a serious challenge for Ardo and the vegetable farming culture.

Culinary Ardo



Christian Meyer – Hanns Joachim Leupold

We close this issue of Actual with some delicious and appetising new recipes for you to enjoy. Our culinary advisers have put on their best creative hats and have come up with some very tasty Ardo products. Come and sample them on our stand at one of the trade fairs we will be attending in the near future!

Pumpkin Cream Soup with Beetroot, cream and poppy seeds

To serve 4:

1 liter of soup = 4 portions of 250ml

400g Ardo Pumpkin puree pellets, 400g Beetroot cubes,
400ml strong vegetable stock, 200ml cream, 1 tablespoon of butter,
4 teaspoons of poppy seeds, lemon juice, salt, sugar

Bring the vegetable stock to the boil and stir in the still frozen pumpkin puree pellets. Season with lemon juice, salt and a pinch of sugar.
Pour in the cream and add cold knobs of butter to the soup when it is off the heat.
Divide the beetroot cubes into pre-heated cups or soup bowls, then fill with the soup and garnish with a swirl of cream and a sprinkling of poppy seeds.

Tip: The beetroot leaves lend themselves particularly well to the garnish.

Parma Veal involtini in rosemary sauce on a Trio of Risotto

To serve 4:

800g top round veal, 400g Ardo Risotto Pomodoro (tomato), 400g Ardo Risotto Funghi (mushroom), 400g Ardo Risotto Spinaci (spinach), 120g Ardo diced shallots, 4 slices Parma ham, 250ml veal stock, 50ml dry red wine, 8 fresh sage leaves, 5 fresh sprigs of rosemary, 20g cooking fat, salt, pepper

Cut the veal into four slices, cover them with the sage leaves, place the ham on top and season. Beat the sides lightly to flatten, roll into a roulade and hold together with a toothpick.

Now fry the veal involtini on the outside. Fry the involtini briefly with the shallots and one sprig of rosemary. Next dilute with the red wine and add the stock - leave to simmer for about 6 to 8 minutes.

In the meantime warm up the risottos as per the instructions. Pour a mirror of sauce on the plates. Arrange the veal involtini, diagonally cut, on top and serve with the rest of the rosemary sprigs as garnish. Place the risottos on the plates, shaped as balls.

Delicious!



🇧🇪 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

🇩🇪 +351 244 619950 - 🇷🇺 +7 095 234 3181 - 🇪🇸 +34 955 660648 - 🇷🇺 +420 326 597 002 - 🇩🇪 +386 5 658 25 00 - 🇨🇳 +86 21 6473 8068

🇩🇪 +43 7476 77222 - 🇩🇪 +46 46 736734 - 🇮🇹 +36 87 4827 32 - 🇷🇺 +421 317 801 481 - 🇩🇪 +407 29786684 - 🇩🇪 +48 510 080 311