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Fairs

Thank you for visiting Ardo's trade fair stands en masse in 2013. We look forward to seeing you at the trade fairs coming up in the spring.

HORECAVA - NL

13-16/01/2014
RAI Amsterdam, the Netherlands
Hall 11 - Stand 11.304
www.horecava.nl

BIOFACH - D

12-15/02/2014
Nurnberg, Germany
Hall 2 - Stand 411
www.biofach.de

HORECATEL - B

9-12/03/2014
Wallonie Expo, Marche-En-Famenne
Hall 2 - Stand 2D15
www.horecatel.be

MDD FOODS & GOODS - FR

8-9/04/2014
Paris, France
www.mdd-expo.com

 **Ardo now
on Facebook!**

From now on you can follow Ardo's daily activities on our Ardo Facebook page: new products, tasty recipes, Ardo in the news, photos and much more.

[www.facebook.com/
freshfrozenvegetablesandfruits](http://www.facebook.com/freshfrozenvegetablesandfruits)



WE WISH YOU
A REFRESHING



AND SUSTAINABLE
NEW YEAR

Ardo ambitious for 2014 too

Once more in 2014, Ardo will go into the New Year full of energy and with even more ambition. The quality of our end-products will also continue to improve thanks to major investments in 2013. For instance, the new production line in Ardoie (B), which mainly produces leeks, celery and root vegetables, will ensure an even cleaner end-product. This is due to the unique 'air cleaning' process and optical sorting. We are also increasing the packing capacity for bags and large packaging (cardboard boxes and sacks) thanks to investment in new packing lines at our sites in Saint Sever (F) and Zundert (NL).

As usual, harvests proved unpredictable. 2013 was, to put it mildly, a 'challenging' year for our agronomists. In the face of unprecedented climatic conditions, it took all the flexibility and experience of our agricultural services and farmers to keep some seasons on track.

Several unique product launches in the autumn of 2013 will follow on from their success in 2014. We appreciate your very positive reaction to these launches, which you considered as standing out from the overall offer of fresh-frozen vegetables and fruit. You will find an overview of all the products launched by Ardo last year later in this edition.

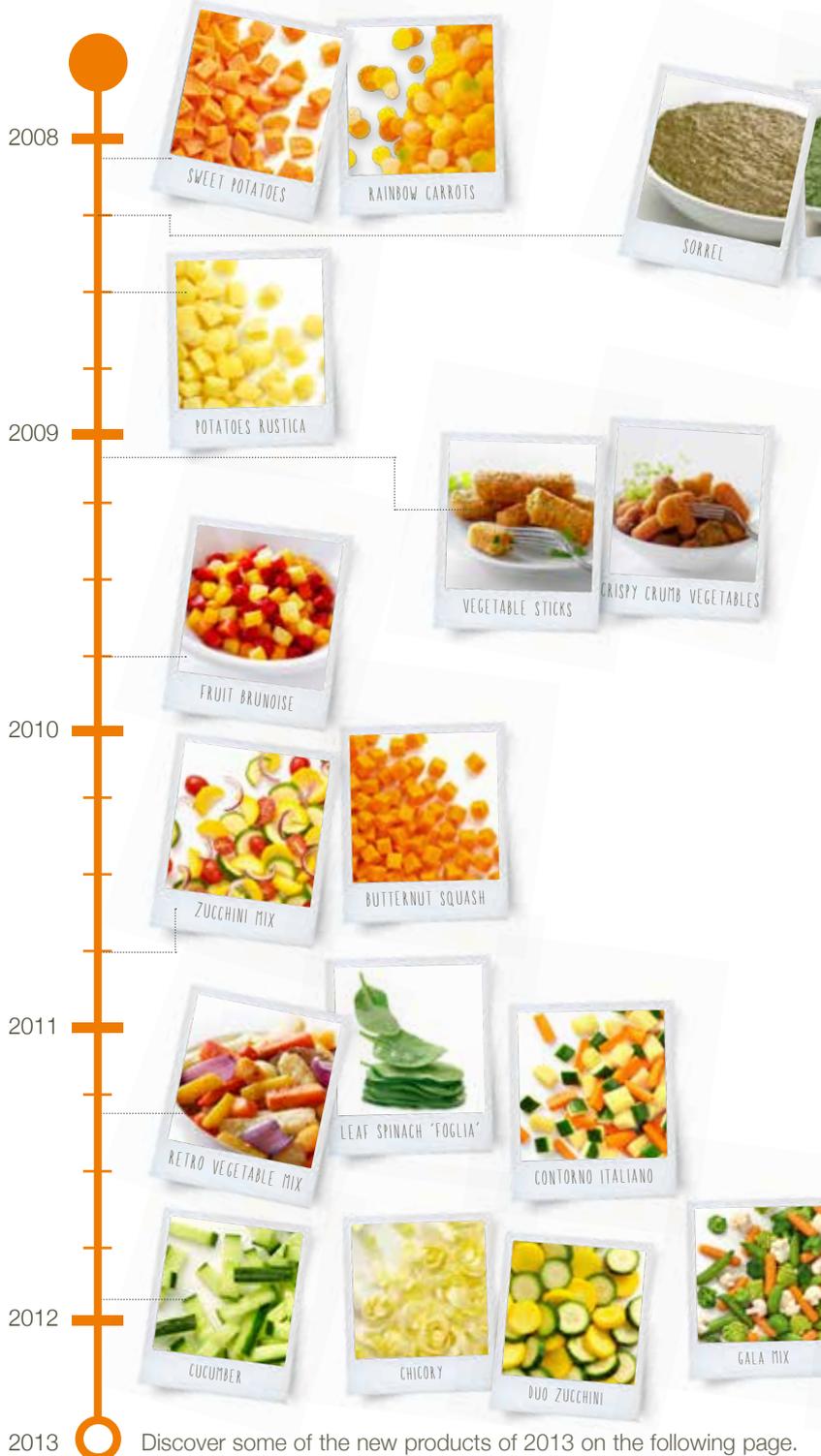
And there's more good news! Many academic studies and the press continue to research and evaluate the fresh-frozen vegetables sector. For instance, a study by the University of Chester and Leatherhead Food Research, commissioned by the British Frozen Food Federation, revealed that fresh-frozen vegetables and fruit contain more nutrients than fresh ones. You can read this study at <http://bfff.co.uk/wp-content/uploads/2013/09/Leatherhead-Chester-Antioxidant-Reports-2013.pdf>.

We wish you a sustainable and successful 2014!

**P.S.: Check out our online New Year's wishes via
this QR code or at www.ardo.com**



Ardo and product innovation: a success story



Ardo is constantly innovating. Every year we manage to bring a wide range of new products to market. Of course this couldn't happen without the major input from the New Product Development department within the Ardo Group. Not forgetting you, of course!

The fact that we have managed to launch several new products in the last five years is mainly down to you. It all starts with our customers. We listen to your demands for products and constantly review your requirements and market trends. At every site, an NPD team is working on your suggestions and our own product ideas. Every one of these teams has fully mastered the production processes. A central NPD team compares the experiences and product tests of the various customers and countries and then puts together a product range in tune with both local and global trends. We also constantly review and perfect all of our production techniques. And we never underestimate the importance of...

Test, test, test...
Taste, taste, taste...
Discover, discover, discover...

To give you an idea of the dedicated work of our NPD teams, we have listed all product launches in the last five years. You can find more information about these products on our website using the search function. Meanwhile, we continue to develop new products.

2013 - New products



Vegetable fries

These **carrot and parsnip fries, pre-fried in sunflower oil**, are deliciously crunchy. The vegetables give the fries a slightly sweet taste. Our tasty fries can be prepared in the deep fryer or the oven. A delicious alternative to classic potato fries!
4x2kg - UWP210



Green & yellow soup mixes

Serve up a tasty, intensely green or yellow-coloured soup with these soup mixes! **They are the ideal foundation for many clear and mixed soups.**
4x2,5kg - M1S610 - M2S610



Oven-dried tomatoes

These tasty tomatoes can be used in a sauce, mix or as an appetiser. They have an **intense red colour and a perfect texture**. These tomatoes are not just popular, they are also absolutely delicious. A really tasty treat!
10x1kg - TOG310



Italian herb mix

Ardo's herb garden is expanding. This Italian herb mix of **red onion, parsley, basil, garlic scapes, thyme and oregano** is indispensable in every kitchen. The ideal ingredient for an olive-oil dressing or to season a Mediterranean pasta dish. Attractive colour and fresh taste.
5x1kg - KIM210



Cherry tomatoes

Ardo's cherry tomatoes are not just **deliciously juicy**, they also have a **beautiful, intense colour**. They can be used in many recipes for sauces, salads and pizzas.
4x2,5kg - CHT610



Okra

This fruit, which is very popular in countries such as Greece, Turkey and Egypt, is eaten and prepared like a vegetable and makes **a really tasty addition to casseroles and soups**. An exotic delight!
10x1kg - OKR310



Rigatoni & Tagliatelle

These delicious pastas are totally new to Ardo's Express range. The precooked Rigatoni and Tagliatelle are really easy to prepare and quick to cook! Ideal if you want to conjure up **a tasty pasta dish in a flash**.
4x2kg - RGT210 - FO8210



Curly kale IQF

The loose leaves of the **curly kale** are **individually frozen (IQF)** to preserve their **natural leaf structure**. This tasty autumn and winter vegetable is delicious stirred through mash. It is available all year round at a consistently high quality.
4x1,5kg - KGI410



Vegetable mix for Borsch soup

With this fine **vegetable mix of beetroot, white cabbage, onions, carrots and celery** you can prepare "Borsch", a typical Slavic soup. This simple soup, which can be made to your own taste, is sure to please anyone who enjoys Slavic cuisine!
20x400g - MBO40A



Focus on innovation

Market- and harvest reports

Sustainability

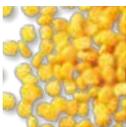


The end of the 2013 production year is the ideal time to review the latest harvest results.

2013 will go down in the annals of European vegetable growing as an unpredictable, tough and disappointing year. It began with far too long a winter and a late spring with all that this entails: late spring sowing, leading to late harvests.



Then there was another dry summer. Autumn was characterised by higher than average rainfall. This hindered the harvest and damaged crops.



For some vegetable varieties such as **garden peas, sweetcorn and leaf spinach**, this will not be enough to meet overall demand until the next harvest in 2014. As a result of the recent early temperatures, this also applies to **cauliflower and beans**.



Heavy rainfall in the Iberian Peninsula at the end of November could have a negative impact on the available quantities of **peppers and broccoli**.



The exponential demand for frozen vegetables is living proof of the present and expected shortages. Unfortunately not all requests can be met.



However, Ardo plans to catch up in the 2014 harvest thanks to a cleverly designed growing programme and carefully selected growing areas.



The rising demand is also boosted by a stronger innovation trend. The growth of the frozen sector is clearly driven by the innovative nature of the products brought to market.



At Anuga and subsequent national trade fairs, Ardo once again revealed itself to be a pioneer in the fresh-frozen vegetables and fruit sector. We note that this choice met with a unanimously positive response from our trading partners.

Consequently, we foresee further growth in fresh-frozen vegetable and fruit creations. We are of course open to any suggestions from our partners. We can only grow by working in partnership! Let's go into 2014 together!

Edition end of November 2013

Ardo remains committed to sustainability

Every day, Ardo does its utmost to ensure that its fresh-frozen vegetables and fruit are grown and produced as sustainably as possible. You can read about the steps we are taking to ensure this in our **fourth Corporate Responsibility Report**, containing an overview of all of our sustainable measures. We can already give you a preview of some of the key points.

At the Puijenbroek estate in the southern Netherlands – owned by one of our growers – there is an intense focus on the environment and sustainability. As a result, the farm has been awarded the prestigious **Knorr Landmark Farm** status by Unilever, signifying an excellent level of **sustainable farming that can be used as an example to other farmers**. The Puijenbroek estate is also the first farm for Ardo to achieve this quality label.

A second farm owned by the Vercruyssen family in Marke (Belgium) recently received the same award. Two other farms are also currently in the running to obtain this certification.

Where appropriate, Ardo offers advice to our suppliers in developing economies, to help them to grow their businesses in line with Ardo's and our customers' expectations. In the Indian city of Hubli, our cooperation with the Indian supplier **Tropicool** goes even further. **We pass on our knowledge and experience to the local staff to help them optimise their production activities and quality control, also focusing on sustainability.**



Want to find out more about all of our sustainable measures? Download the **Corporate Responsibility Report** from www.ardo.com.

Ardo news



'Horeca Expo' and 'Alles für den Gast' a success

Ardo scored again at 'Horeca Expo' in Ghent (B) and 'Alles für den Gast' in Salzburg (A). Our latest products proved very popular during the five days of the trade fair and once again we could count on your interest and confidence in our constantly innovating offer.

Once more this year, we organised a competition at the trade fair in Ghent (B). The five lucky winners received a knife block. Congratulations and thank you for your confidence in Ardo!

'Les Tapas'

Want to serve up an extra surprise for your customers and guests during the holidays or at a family celebration? Take a look at our extended Les Tapas range. It includes **lots of tasty snacks, crunchy burgers and many more tasty treats. The ideal alternative to fries or other snacks and perfect for vegetarians!**

New employees

In September, **Dirk Friedrich** came to help strengthen our ranges as the new **National Key Account Manager Retail at Ardo Ratingen (D)**.

At the beginning of October, **Annemiek Biemans-Zagers** arrived in the **Product Development department at Ardo Zundert (NL)**. Annemiek has around 16 years' experience in this field.

In October, **Mirek Charvat** strengthened the **Ardo Mochov team (CZ)** as **Key Account Manager Food Service**.



Mochov scores with strong communication

At the beginning of last year, our Czech brand Mochov won the 'customer's choice' award in its own country for the 'Polabanka' (Julienne mix) and 'Mochavanka' (Brunoise mix) vegetable mixes. To put this in the spotlight, **a communication campaign directed at consumers** was launched in mid-October. A combination of billboards, posters, store decorations, advertisements, promotions and product tastings highlighted the typical aspects of these products, namely the Brunoise or Julienne cuts and their uses.

The campaign was given extra support by the fully renovated website **www.ardomochov.cz**, which offered a fresh look at the range and all of its innovations.

Ardo goes down well in Russia

Ardo's delicious fresh-frozen vegetables and fruit can count on extensive interest in Russia too. Several Russian food journalists and bloggers came along to Anuga to try our latest products and recipes. They were impressed by the taste and quality of the Ardo range. Prominent food magazine Food Services devoted an article to our products!



Culinary Ardo



Butternut squash soup with Jonagold apples and smoked duck breast

Ardo ingredients (for 4 persons)

400g yellow soup mix M1S610, 400g diced butternut squash POM610, 100g apple slices XAS310, 10g chopped garlic LOK010, 5g parsley PEG010

Other ingredients

1.5l chicken stock, 50g smoked duck breast, 100ml cream, 1 star anise

Preparation

Pour the chicken stock over the yellow soup mix, diced butternut squash, apple slices and chopped garlic and simmer until cooked. Blend to form a lovely yellow soup. Add star anise to taste. Garnish with parsley, a little cream and the chopped duck breast.

Rigatoni with chicken, tomatoes and peppers

Ardo ingredients (for 4 persons)

1kg Rigatoni RGT210, 250g Letscho (mix of peppers & onions in tomato sauce) MLT610

Other ingredients

600g diced chicken fillet, 250ml cream, 50ml white wine, 100g Parmesan flakes, 50ml olive oil, A few basil leaves, Salt and pepper

Preparation

Fry the diced chicken in olive oil and season with salt and pepper. Pour over the white wine, add the Letscho and cream and bring to the boil. Add the Rigatoni and heat through. Present on a plate, garnished with Parmesan flakes and basil leaves.



Delicious!

Discover many other surprising recipes on www.ardo.com!



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