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Cooking with fresh-frozen vegetables is better for you

Although fresh vegetables are still more popular than their fresh-frozen versions, consumers are increasingly becoming aware of the many advantages. They are feeling the difference more often in their wallets too. In fact, the price barometer published by Belgian consumer magazine 'Test-Aankoop' in January 2013 showed that the price of fresh vegetables in Belgium had risen by over twenty percent compared to May 2011.

In an interview with Belgian newspaper 'Het Laatste Nieuws', Professor Koen Dewettinck from the University of Ghent said that the **difference in price between fresh and fresh-frozen vegetables could rise to fifty percent**. Even though **frozen vegetables are fresher than 'fresh' vegetables** and are already washed, cut and blanched. According to the professor, the reason why consumers still choose fresh vegetables is to do with the more negative image of frozen vegetables. According to him this is wrong, particularly for non-seasonable vegetables. Frozen vegetables are frozen on the day they are picked, while fresh vegetables have often travelled a long way before they reach the customer.

Professor Dewettinck's research also shows that blanching frozen vegetables only leads to a negligible loss of vitamins and that the vitamins in fresh-frozen food are retained for at least one year.

Naturally, Ardo is delighted with this support from the academic world.

In this edition of Actual, we will be visiting Prague, where our potatoes are very much in demand, as well as presenting our latest products and some inspirational ideas for summer.

*We wish you
a delicious and
relaxing summer!*



Fairs

PLMA
28-29/05/2013
Amsterdam, The Netherlands
RAI Exhibition Center
Europa Complex - stand 6804
www.plmainternational.com

CONXEMAR
1-3/10/2013
Vigo, Spain
www.conxemar.com

ANUGA
5-9/10/2013
Cologne, Germany
www.anuga.com



Czechs go crazy for Ardo potatoes

The Czech Republic is a country where people really love potatoes. So it's no surprise that Ardo's range of fresh-frozen precooked potatoes is being snapped up by wholesalers and consumers alike. Our Czech sales team visited some of them and investigated their experiences of our potato products.



Hostinec U Kroka

- restaurant in Prague
- owners: Thomas & Yveta Hayer
- established in 2011

Mr. Hayer & Martin Starý (sales manager Food Services CZ & SK)

Thomas Hayer: "Before I started this business in the centre of Prague, I worked in several top restaurants. In my own business, I want to serve the best traditional dishes and beers (hostinec). Lots of potatoes are used in Czech cooking. **I prefer Ardo's precooked potatoes. They guarantee consistent quality throughout the year, are good value for money and save me a lot of time in the kitchen.** I heat up the fresh-frozen potatoes in a combi oven and add herbs and a dash of oil."

Besides our potato products, Hostinec U Kroka also uses Ardo spinach, carrots, peas and vegetable puree as an ingredient for the soups. Thanks to Ardo's high-quality products, the excellent dishes produced under the leadership of his wife Yveta and the attentive service, Hostinec U Kroka is already rated fifth best restaurant in Prague on TripAdvisor just two years after opening. Congratulations!



Fany

- Prague area wholesaler
- delivering to mid & top restaurants 7 days a week
- established in 1993
- 6000 products and 1000 promotional items

Mr. Kůtek & Martin Starý

Fany has been distributing a range of Ardo products for many years and continues to grow, thanks to its wide offer and well-organised sales and logistics department.

Petr Kůtek – purchase manager: "Fany sells Ardo's half potatoes with skin and Premium potatoes. Due to the better quality and taste compared to fresh potatoes in winter and spring, sales are stronger during these periods. Fresh-frozen potatoes also have advantages as far as storage is concerned. **We promote Ardo's potato products at cookery workshops,** through leaflets and of course through our sales team."



Food & Friends

- Prague wholesaler
- delivering to top restaurants & hotels
- established in 2010
- 950 products, including 80% import

Mr. Kovanda & Martin Starý

Pavel Kovanda – co-owner: "Besides a variety of fruit and vegetable products, Food & Friends also sells Premium potatoes. We usually sell them as a stock item to hotel chains and restaurants who don't have much time to prepare potatoes in advance. **The ideal combination of high quality products and quick preparation!**"

Ardo's range of precooked potatoes:



Summer product ideas from Ardo

Ardo Vegetable burger



Taboulé



Ardo Vegetable burger

A tasty vegetable burger is ideal for summer temperatures. Ardo Vegetable burgers are now available in 100g instead of 75g. This makes them easier to serve in a burger bun with grilled vegetables for an even tastier meal.

Ardo Tapas

Tapas make a delightful, tasty change for summer lunches or buffets. Ardo offers variety too with a wide range of precooked vegetable snacks.

- Crispy crumb coated vegetables - CCV110 - 6x1kg
- Broccoli nuggets - NUB110 - 6x1kg
- Vegetable sticks - SGR110 - 6x1kg
- Cauliflower-cheese burger - BUB210 - 4x2kg
- Spinach burger - BUS210 4x2kg
- Vegetable burger - BUG210 - 4x2kg

Summer salads

With our ready-to-eat salads, Ardo provides wonderful, original and varied summer dishes. Ready in a flash. Just thaw, serve and enjoy!

Insalata Mediterranea

A cold pasta salad with grilled courgettes, grilled red and yellow peppers, sun-dried tomatoes, onions and a Mediterranean dressing based on olive oil. A must for anyone who loves pasta!



Taboulé

An exotic vegetable mix with couscous and dressing, for everyone who loves global cuisine.



New fruit punnets!

Ardo Fruit

Thanks to our extensive range of fresh-frozen fruit you can quickly prepare all kinds of tasty and healthy summer dishes: ice cream with fruit, a colourful coulis, a delicious fruit dessert, smoothies...

New fruit punnets!

Our delicious 300g fruit products are now available in even more attractive, fresher packaging. Thanks to the clearer product photos and the presence of more colour, the packaging stands out more in the frozen foods section. This range consists of Fruit Berry Mix, Blueberries, Blackberries, Raspberries, Strawberries and Cranberries. All products are available in 6x300g.



New products

Market- and harvest reports



Weather conditions in recent months have had a major impact on developments across the entire vegetable market. The consequences can be felt for both frozen and fresh produce. An overview of sowing, growing and harvests in Europe.

Olives

Ardo has some interesting new olive products for the Food Ingredients market. **These delicious olives, grown in south-western Spain and frozen at our factory in Badajoz, make an ideal ingredient for a variety of Mediterranean dishes or pizzas.** Besides their intense colour and strong flavour, the olives are also easier to serve. You are also not paying for any extra weight as the olives are kept naturally, not in olive juice.

All of these products are available in 1x10 kg packs:

Diced green olives - OG4810 - 4x4x4mm
Diced black olives - OZ4810 - 4x4x4mm
Sliced green olives - OLG810 - 6mm
Sliced black olives - OLZ810
Pitted whole black olives - OZH800

1 kg herb range expanded

Ardo is expanding its 1kg herb range with Garlic, Garlic cloves, Dill, Basil, Shallots and Italian herbs mix.

The 1x5kg range will now be replaced by 5x1kg or 1x10kg items.



Southern Europe

Excess rainfall in recent months hampered the necessary sowing activities in Spain and Portugal. It was not possible to plant out all of the broccoli plants in the ground and they remain in growing boxes. This resulted in a loss of plants ready for planting. Of the plants that were planted, up to 40% were lost. By the beginning of April, barely half of all peas had been sown, whereas this should have been one hundred percent.

Planting of tomatoes, including cherry and date tomatoes, will be delayed by up to one month. Once again, the growing boxes are overflowing, and the plants need to be planted in the soil. Planting of courgettes is also delayed by three to four weeks. The outlook for broad bean crops is not good either.

Western and Central Europe

Unlike southern Europe, western and central Europe have lain under a blanket of snow for months. Long-lasting winter cold has hindered any growth. Vegetable growth has been delayed considerably, not starting until the end of April. The spinach harvest was also delayed for several weeks, so that yields for winter spinach, particularly the early varieties, were low. Meanwhile, stocks from the 2012 harvest were already running out by mid-April. The winter crop of leeks is not expected until May. This is very late, inevitably leading to low yields and the risk of hard cores. Normal harvests are expected for carrots.

The high prices for fresh cauliflower are hampering delivery for coldstore in Brittany. It will not be possible to keep to the original production schedule. Onions were planted at the end of March. Existing stocks of whole beans from the 2012 crop are almost exhausted, making out-of-stocks inevitable until the next harvest. There is also no definite information available about the prospects for the 2013-2014 harvest. Due to the cold temperatures, sowing and growing of peas also took longer than normal in the UK and other parts of western Europe.

Northern Europe

The winter was dry and cold, particularly from December to April. This reduced the crop of carrots to just over eighty percent.

Scandinavian peas were sown in mid-April. Harvesting of Jerusalem artichokes did not begin until mid-April, instead of during the winter period.

Fruits

In most growing areas of the world, fruit harvests remained modest, resulting in low volumes and stable to high prices. Prices for apples, raspberries, cherries and blueberries remain fairly high and are still rising.

General

The exceptional wintry conditions in most European countries have delayed sowing significantly. Stocks from the 2012 harvest are low and it does not appear that they will last until the new harvest. Also, new raw materials are significantly more expensive in 2013. Growing contracts have been concluded with higher prices across the board in order to guarantee the necessary volumes. Sales of frozen vegetables continue to rise steadily and appear to be less sensitive to economic market factors.

So we are hoping for a good harvest. In any case, sales are virtually guaranteed in a growing market for fresh frozen vegetables.

d.d. 15.04.2013



Ardo and students serve up global cuisine

The joint venture between Ardo and students from Ter Groene Poorte cookery school in Belgium, which delivered some more magnificent dishes using retro vegetables last year, is being extended due to its success. This year, the theme

is 'global cuisine'. You can find two of these original recipes at the back of this edition of Actual.



The world's top biathletes eat Ardo

At the start of this year, the Czech Republic hosted the Biathlon World Championships. The athletes were served Ardo products including spinach burgers, cauliflower burgers, country grill, ratatouille mix, zucchini mix, spinach and baby carrots. The dishes were prepared by famous Czech chef Stanislava Zukal. No wonder the athletes performed so outstandingly!

Ardo wins over the Arab market

Ardo continues to capitalise on international market trends and is now offering some items in **packaging with Arabic text**. In view of rising sales in the Maghreb countries among others, this range is sure to expand.

The following items are already available:

- Peas (10x1 kg),
- Cut green beans (10x1 kg)
- and Macedoine mix (10x1kg).



New employee

As of 1 January, **Udo Tegtmeier** is the **new Managing Director of AustriaFrost**. He has extensive experience of the food sector. Udo and his team will continue to help AustriaFrost grow into an efficient, productive and sustainable business!

Mochov wins award



It is with great pleasure that we announce that Ardo Mochov has received the prestigious 'Volba spotřebitelů – nejlepší novinka' award for the best new products as voted for by consumers, namely Mochovanka and Polabanka. Both products were also shortlisted for a Sial d'Or.

Adapted grilling and frying process

Thanks to a thorough revision of the grilling and frying process for Ardo's Mediterranean vegetables, we have managed to **decrease the consumption of sunflower oil** to a level that guarantees the perfect balance of taste and texture, without losing the visual appearance from grilling and frying.

Along with the revision, we also carried out a study on 'sustainable oil'. Wherever possible, Ardo sites have switched to sunflower oil, certified palm oil or rapeseed oil - or plan to do so. Wherever the production process permits, Ardo will strive to use **100% sustainable oil**.

The Ardo grilled range produced in Badajoz contains the following ingredients:

	Art code	Box contents
Diced		
Grilled red pepper	PR2G10	1x10kg
Grilled yellow pepper	PJ2G10	1x10kg
Grilled onion	AJ1G00	1x10kg
Grilled aubergines	AU2G00	1x10kg
Grilled courgette	CO1G00	1x10kg
Strips		
Grilled red pepper	PRRG10	1x10kg
Grilled yellow pepper	PJRG10	1x10kg
Grilled green pepper	PGRG10	1x10kg
Slices		
Grilled aubergines	AUCG10	1x10kg
Grilled courgette	CRSG10	1x10kg
Grilled potatoes	AANG10	1x10kg
Parrilla-slices		
Grilled courgette	CGS210	5x1kg
Grilled aubergines	AUS210	5x1kg
Grilled red and yellow pepper	PPG210	5x1kg
Mixes		
Country Grill	CGR45A	20x450g
	CGR310	10x1kg
Italian Grill	MTE310	10x1kg

Culinary Ardo



Glazed turkey bacon with corn on the cob and fried potatoes

Ingredients for 100 persons

100 Ardo corn cobs MKO910, 15kg Ardo potatoes Rustica A1261+, 12kg precooked turkey bacon, 2kg mixed lettuce, 1kg butter, 12kg precooked turkey bacon, 1/2l maple syrup, 5l demi-glace sauce, herb mix containing oregano, coriander and thyme, pepper

Preparation

Cut the turkey bacon into strips, brush with maple syrup, grill and sprinkle with the herb mixture. Poach the corn cobs in chicken stock or stem them until cooked, and brush them with melted butter. Add the maple syrup to the demi-glace sauce and season with salt and the herb mixture. Bake the corncobs and bacon strips in the oven at 120°C for 10 minutes. Serve with the fried potatoes and some mixed lettuce.



Corn cobs

You can use corn cobs all year round for barbecues or global dishes. They're really juicy, easy to prepare, great to eat and very trendy!

Thai chicken soup

Ingredients for 100 persons

5kg Ardo Wok Tropical MWT310, 2kg Ardo Noodles NO4810, 100g Ardo Diced garlic LOK010, 5kg chicken fillet, 2l coconut milk, 12l chicken stock, ginger, chili, curry sauce, soy sauce, lemon, olive oil

Preparation

Simmer the vegetables with half the garlic, ginger and chili in olive oil. Add the curry sauce, the chicken stock and coconut milk. Cut the chicken fillets into strips, marinate them in soy sauce and brown them. Add the chicken strips and lemon to the soup. Garnish with a sprig of coriander.



Wok tropical

A magnificent wok mix containing cut baby corn, broccoli, bean sprouts, mushrooms, onions, pineapple, bamboo shoots, cut green beans, baby carrots and red peppers. This superb wok mix gives traditional ingredients a tropical twist.

Delicious!

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



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