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Nothing but good news!

“The world on my doorstep.” An expression that comes very close to the reality for Ardo. **Our market is increasingly expanding, with major developments in southern and Eastern Europe.**

Thanks to its market-driven products and flexible service, Ardo appeals to more people every day through its sales offices worldwide.

To meet our customers' high expectations, Ardo continues to search not only for **fresh diversity**, but also for new, convenient and more **environmentally-friendly packaging**. That's why we supply degradable packaging that breaks down after four years instead of 100. This is known as taking action to respect the environment!

The raw materials market is also flourishing. Changes in harvesting and acreage mean that our agriculturists have to focus more and more on accurately supplying the necessary quantity of raw material to be able to satisfy the **increasing demand for freshly frozen produce**, as the figures highlight that the market has by no means reached its saturation point. These themes will be discussed in more detail in this newsletter.

Come and visit us at any of the **many international trade fairs** at which Ardo will shortly be exhibiting. Ask our staff for information and become acquainted with our latest developments as regards products and packaging. There will also be ample opportunity for tasting!

See you there!

Fairs

PIR MOSCOW – RU

1–4 Oct 2008

Crocus-Expo International Exhibition Centre
Pavilion 3 – Hall 12 – Stand 1D11
www.pir.ru

CONXEMAR VIGO – ES

7–9 Oct 2008

Vigo Exhibition Centre – Zone J – Stand J3
www.conxemar.com

SIAL PARIS – FR

19–23 Oct 2008

Parc des Expositions – Paris-Nord Villepinte
Hall 6 – Stand 6 M 040
www.sial.fr

GAST HERBST SALZBURG – AT

8–12 Nov 2008

Messezentrum Salzburg – Hall 12 – Stand 112
www.gastmesse.at

HORECA EXPO GHENT – BE

23–27 Nov 2008

Flanders Expo – Hall 7 – Stand 7216
www.horecaexpo.be



Product ranges

Classics

eXpress

Les Fruits

Classics

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

A true 'kitchen aid' is **brunoise**: carrots, celery, leeks and onions, pre-diced and ideal for using in sauces, soups and other dishes. Don't forget the **classic diced onion and tomatoes and julienne vegetables**.



Carrots rustica, a mix of roughly chopped yellow and orange carrots; look as though they've been cut by hand.



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



Mekong rice mix, a mix of basmati rice with finely chopped vegetables. Ideal for stir-fries, wok-cooking and cold dishes.



Pasta primavera, a mix of sliced carrots and leeks, spinach, bean sprouts and pasta: an ideal starting point for dishes in the wok or oven.

Express

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

Ardo's **grilled vegetables** range aimed at the retail, catering and industry segments are easy to prepare and form a tasty and trendy alternative. We recommend trying the **Italian and Country grill**, as well as classics such as **grilled peppers, courgettes and aubergines**.



Vegetable purées are ready in an instant and are easily portioned. Ideal for preparing hot dishes, soups and dips.



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



Pulses such as **flageolet** and **kidney beans** are making a comeback in the kitchen. And rightly so as they are extremely healthy, contain a lot of fibre, and so aid digestion. They may also help to reduce cholesterol.



Freshly frozen pasta also continues to be popular. Convenience and good value for money are the main reasons for using this extensive range. Minimal energy, minimal waste and consistency all add value to your offering.

Les Fruits

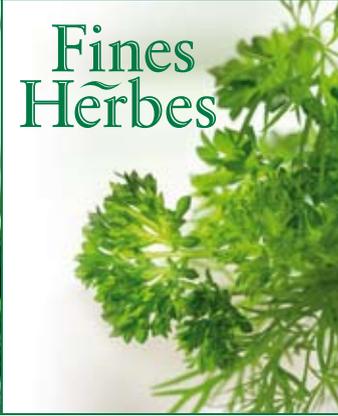
Never before has the demand for ready-to-eat fruit mixes been so great. Ardo wish to be the experts in fresh frozen produce - fruit is no exception!



The fruits of the **forest basket** and **black forest mix**, for example, mixes with dark fruits, but also exotic fruit salad with passion fruit sauce, a scrumptious tropical **fruit mix** and **sunny mix**: just defrost and use in fruit salads, ice cream, coulis, and many other fruit dishes.

The same also goes for our extensive range of **individual fruits** such as **strawberries, raspberries, blueberries**, etc.





A Table

The ideal solution for anyone who has little time but still wants to eat tasty food: 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.



When it comes to trendy dishes, we generally look to southern Europe for inspiration. So **risottos** are hugely popular, but time-consuming if you prepare them yourself. This is why Ardo offers **three delicious and appetizing alternatives** that can be quickly heated up in the microwave or frying pan. Why not try **risotto spinaci** with spinach, **risotto funghi** with mushrooms, and **risotto pomodori** with tomatoes?



Roast supreme, a superb mix of partly grilled vegetables with a seasoned butter sauce based on balsamic vinegar and soy sauce. Makes an ideal accompaniment to meat dishes.



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



The 'A Table' range also includes many tasty classics such as **creamed spinach** and **creamed broccoli**; **red cabbage with apple** is also available throughout the year.

Fines Herbes

Ardo's herb garden is available throughout the year. All herbs are freshly and loosely frozen immediately after being harvested so that they do not stick together and can be easily divided up.



Their excellent flavour and aroma can definitely match fresh garden herbs but without the chopping or waste.

The 'Fines Herbes' 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. Ardo's freshly frozen **basil** gives a Mediterranean zing to your cooking.



Les Tapas

Tapas is part of Spanish gastronomic culture, but has in recent years become something of a tasty trend everywhere. It goes without saying that the Ardo range also includes tapas.

Delectable **onion rings** make an ideal **appetizer**, snack or accompaniment to a meal. Crunchy on the outside and deliciously soft on the inside, they can be baked, deep-fried or fried and come in three varieties: natural, battered and breaded.

Bio

Ardo offers a broad range of organic vegetables and vegetable mixes for the retail, catering and industry segments

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 'Bio' range.**



Innovative packaging



Ardo supplies produce in various forms of packaging and weights, tailored to each market segment.

Pillow bags

The standard 'flat' bags, with or without resealable zip or easy opening. Available in various weights up to a maximum of 2.5kg.

Standing bags

These trendy standing bags can be used as attention-getters in the frozen-foods section.

Attractive boxes

In various units of weight.

Punnets

The shallow plastic or aluminium trays are increasingly popular in retail. The main advantages include their eye-catching appearance owing to their simple design and modern styling; they can also be stacked efficiently in storage areas.

Cartons

For sales units from 5kg.

Plastic sacs

For industrial packaging from 10kg.



Sial d'Or awarded to Ardo Mochov (CZ)

The Sial d'Or in the 'Savoury frozen products' category will be awarded to Ardo Mochov at the Sial fair in Paris.

Two Mochov-labelled products have been shortlisted by the jury out of 261 nominations from 29 countries. The colourful composition of the 'Baby Mix' is mainly aimed at children, while the interestingly named 'Potence Mix' is targeted at men. Both mixes are intended to improve vegetable consumption among these target groups.



Market and harvest reports



Despite the late conclusion of the cultivation contracts by our growers, the sales contracts were confirmed earlier than previous years. This is because the factors that affect the cost this year, in particular raw materials and energy, were already affecting costs in all commercial sectors since early 2008.

Both globally and on average, the sales market for frozen vegetables and fruit is increasing by 4 to 5% in Europe, which translates directly into an increased demand for finished products of around 150,000 metric tons. For our customers, the early conclusion of the contracts has certainly not had any adverse effect. The yields obtained up to now do not show any overwhelming results; **the harvest can be regarded as moderate and normal**. No overproduction, which means that buyers who locked in their volumes early have a better chance of obtaining the desired annual quantity, and above all quality. Brief summary:



Spinach: The spring programmes have been completed. Especially the volumes of leaf spinach were not realised everywhere. Autumn spinach is now being seeded. Hopefully the shortfalls in spinach can be sufficiently recovered in the fall season.



Peas: The results vary from one country to the next. It is expected that 90 to 95% of the planned volume will be realised with the desired quality.



Beans: The harvest is delayed due to late seeding, with the risk of night frost, which can affect the quality of the beans



Cauliflower: The summer harvest in July was normal. The budgeted volumes were realised.



Peppers: It is still very difficult to obtain volumes of fresh peppers for industrial use. There is still a very large demand for both the industrial and fresh markets, and for several months there has been no stock.



Broccoli: dProduction in Spain is normal, but there are shortfalls in France.



Corn: The harvest in Spain began in mid-August, slightly delayed due to late seeding. The planned harvest results will not be achieved. A shortfall of 10 to 20% appears to be realistic.



Carrots: No significant problems have been noted. The quality of the baby carrots is very good.

Miscellaneous: Kohlrabi products could only get started in mid-August. We're crossing our fingers for a good fall harvest!

New!

New products in our range

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



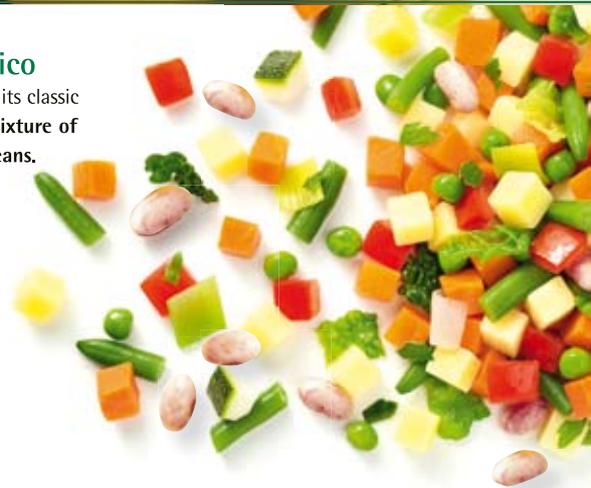
Rainbow Carrots

This is Ardo's new mix of **white, yellow and orange slices of carrot**. The attractive colour combination from white to orange is completely natural. Before sowing, the seeds of three different types of carrot are mixed together, then nature takes its course. Afterwards the various colours are harvested together. The result is a **lavish range of colour that gives a very original look to every dish**.
Preparation: steaming, simmering or microwave.
WSM610 - 4x2.5kg



Minestrone Classico

Ardo is also now launching its classic version of minestrone, a **mixture of vegetables and borlotti beans**.
MIC610 - 4x2,5kg



Sweet Potatoes

The consumption of the **sweet potato** is rising. It is already commonly in use in North and South America, and it now appears that Europeans are falling for its culinary charms. **Ardo presents this delicious potato variant pre-cooked and cut in a traditional way**. This helps you to save valuable time, as its curvy shape and firm flesh would



take you a while to peel. The sweet potato is suitable for a whole range of preparations: in sweet and sour dishes, but equally good grated or mashed.
Preparation: deep-frying, steaming, sautéing or roasting in the oven.
AZ2610 - 4x2.5kg

Leaf spinach in 125-g portions

Spinach is still a top-selling product in the food service market. Consequently, Ardo is expanding its product line with leaf spinach in 125g portions. **This spinach retains its attractive leaf structure, and it is very easy to portion out according to the desired number of meals**.
Available in 4x2.5kg packages (20 portions of 125g).

Fruit purees

New at Ardo: frozen fruit purées in approx. 7g portions. Immediately usable in lots of dishes such as sorbets, cocktails, milkshakes and many others. Only the best fruit is selected for these purées, which undergo a pasteurisation process.



In this way, they retain their original natural flavour and aroma, without colouring agents, added sugar or preservatives. The **strawberry, raspberry, banana or mango purées can be easily portioned**.

Available in 5x1kg packs.
XPB210 - XAP210 - XFP210 - XPM210.

Grilled vegetables in aluminium dish

Many people have already discovered the delights of our grilled vegetables dish. To spoil them even more, Ardo has gone a step further: we recently introduced two successful recipes – **Grilled Pepper Parrilla Red** & **Yellow and Country Grill** – also supplied in a **fireproof aluminium dish** for the oven or barbecue. Handy in the summertime, because the vegetables can be warmed up on the barbecue while the meat or fish is being grilled. Easy, time-saving and decidedly delicious!

Country Grill : CGR35Z - 9x350g
Parrilla Grill : PPG30Z - 9x300g



Culinary Ardo



Sweet potato tagine

Ingredients to serve 4:

- 400g of Ardo frozen sweet potatoes
- 300g of Ardo frozen grilled courgettes
- 100g of Ardo finely chopped red onions
- 200g of Ardo artichoke quarters
- 200g of Ardo date tomatoes
- 200g of Ardo frozen red and yellow peppers
- 100g of dried apricots
- 1 tablespoon of Ardo frozen garlic
- 12 green olives
- herbs and spices: 1 teaspoon of chopped coriander, 2 cinnamon sticks, a pinch of saffron, 10g of finely chopped ginger, 4 slices of crystallised lemon
- salt to taste
- 1 tablespoon of powdered vegetable stock
- 2 to 3 tablespoons of olive oil
- 1 tablespoon of argan oil



Gently fry the chopped red onion and garlic in the olive oil. Add the sweet potatoes, artichokes and apricots. Add the stock and simmer very gently for 20 minutes. Add the courgettes, peppers, tomatoes and olives. Mix carefully and heat for a further 10 minutes (the cooking juice should have evaporated significantly). Add the herbs & spices. Mix and season with salt right at the end. Add the argan oil and mix. Decorate with sprigs of coriander.

Fruit puree smoothie

Ingredients to serve 4:

- 200g Ardo banana puree
- 200g Ardo strawberry puree
- 1 glass of Ardo orange juice
- Half a pot of creamy yoghurt



Defrost the fruit purees and add the orange juice and yoghurt. Mix together in a blender. Decorate with a slice of banana and a strawberry coated in sugar and serve.

Suggestion: add a small scoop of raspberry sorbet and a fresh mint leaf.

Delicious!



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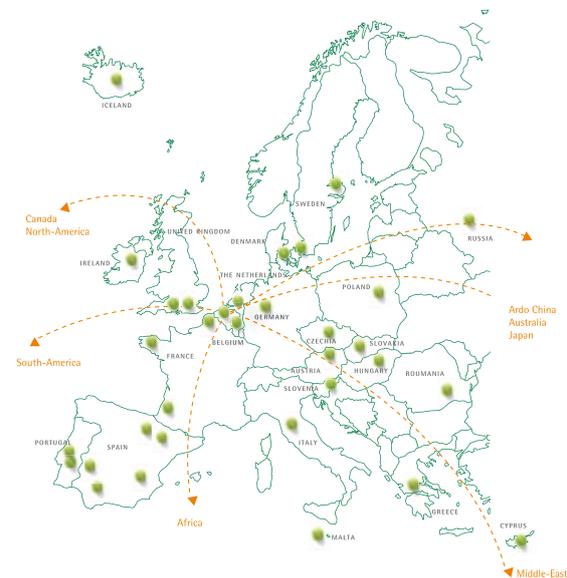
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Ardo international

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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