



OROGEL®

The wonders
of nature

NEW

CATALOGUE
2024



Farmed and
processed in
Italy

The best from our
farmers, respecting the
entire supply chain.
di tutta la filiera.





OUR COMMITMENT IS A PROMISE WE KEEP DAY IN DAY OUT

Our **cooperative** has been farming vegetables **for over 50 years** according to nature: following the seasons and with **naturally sustainable farming practices and processes**.

Thanks to the connections with our member farmers, **we have total control of the supply chain**: from sowing to harvesting, from field to table. We do everything out of vocation, every day. **And we do it in Italy**.

That is how we have become **the leading Italian group** in the production of fresh frozen vegetables.



Verduri

Orogel confirms
its leadership in the segment
of vegetable pureed soups:

34% of the total volumes sold*

*Source: Circana

HYPERMARKETS+SUPERMARKETS+SUPERETTES
(Period 52w: 31/03/24)



**Verduri - Mixed Vegetable Puree and
Verduri - Light Vegetable Puree:**
best branded products for sales and rotations



NEW:

VERDURÌ - EDAMAME AND PEA PUREE

A delicate, creamy flavour with all the tastiness of edamame beans and the aromatic freshness of basil.

Plenty of vegetable protein, fibre but low fat to help you stay in shape.

The high protein level helps grow and maintain muscle mass: one portion of **Verduri Edamame and Pea Puree** provides 24% of the recommended daily reference intake.

Perfect for those who do intensive workout, for vegetarians and vegans to ensure they get the right amount of protein, and for the elderly whose metabolism struggles to absorb protein.



12 GRAMS
PROTEIN
PER SERVING



ONLY 2% FAT



CRUNCHY WHIMS



Battered Vegetable Mix

A delicious assortment of courgettes, peppers, cauliflower, carrots, broccoli and spinach wrapped in a crispy, golden batter.

EXCELLENT IN THE OVEN,
AS WELL AS
IN A TRADITIONAL DEEP FRYER
OR AIR FRYER

NEW!

TASTY SIDE DISH OR APPETISING NIBBLES FOR YOUR APERITIF?

Crunchy Whims are perfect on both occasions:
as tasty vegetable sides to match fish or meat,
or as appetising finger food. An absolute success!



Breaded Veggie Trio
Deliciously mixed aubergines,
courgettes,
and cauliflower in a light, fragrant,
and mouthwatering cornmeal coating.



Gusto Ricco

A SUCCESS RECONFIRMED
YEAR AFTER YEAR:
HIGHLY SERVICEABLE PRODUCTS, READY IN MINUTES,
THAT CONSUMERS LOVE!



THE BEST-LOVED MUST-HAVES

Ready side dish market:

+ 11% of the total volumes sold

Orogel Gusto Ricco market segment:

+ 57% of the total volumes sold

*Source: Circana

HYPERMARKETS + SUPERMARKETS + SUPERETTES;

last 4 years, Y/E Dec. 2023



Gusto Ricco

QUALITY, CHOICE, TASTE



NEW! FLORETS IN BLOOM

Broccoli, cauliflower and Romanesco broccoli with a tasty dressing of extra virgin olive oil, oregano, rosemary and thyme. A healthy and versatile side dish, which is also perfect for seasoning pasta and risotto or enhancing a main course.



Virtù di Brodo

VEGGIE STOCK

NEW RECIPE:
AS NATURAL AS
THE OLD ONE BUT TASTIER

A simple taste,

just as you would make it at home.

Virtù di Brodo is 100% plant based.

Only vegetables with a pinch of salt and
an extra touch:

the fresh aroma of ginger and
the intense taste of mushrooms.

No additives, glutamate,
flavourings, yeast extract,
preservatives, or colourings.

Vegetable stock market:

Y/E Mar 2024

168,020,790€ (+7.2%)

35,260,511 kg (+3.6%)





80% VEGETABLES

Virtù di Brodo has by far the **highest percentage of vegetables of any product on the market!**
This makes it **ideal for both children and adults.**

100% PLANT-BASED,
PERFECT FOR VEGETARIANS AND VEGANS!

LOW SALT CONTENT

NO FAT

GLUTEN-FREE

EXCELLENT AS A SEASONER, TOO!

Virtù di Brodo enhances any dish
by adding flavour and full aroma.
Just add it in the pan during cooking.



TECHNICAL INFORMATION

VERDURÌ

Item code	Product	Pack. g.	No pack per box	VAT	EAN code
351108	VERDURÌ - ASPARAGUS PUREE	600	12	10	8003495511084
351019	VERDURÌ - LIGHT VEGETABLE PUREE	600	12	4	8003495510193
351011	VERDURÌ - MIXED VEGETABLE PUREE	600	12	10	8003495510117
351089	VERDURÌ - EDAMAME AND PEA PUREE	600	12	10	8003495510896
351109	VERDURÌ - PUMPKIN AND CARROT PUREE	600	12	10	8003495511091

NEW

CRUNCHY WHIMS

Item code	Product	Pack. g.	No pack.per box	VAT	Codice EAN
353413	BATTERED VEGETABLE MIX	450	12	10	8003495534137
353520	BREADED VEGGIE TRIO	400	12	10	8003495535202

GUSTO RICCO - SEASONED

Item code	Product	Pack. g.	No pack. per box	VAT	EAN code
353451	CAPONATA	250	12	10	8003495534519
353460	CHICORY SEASONED	400	12	10	8003495534601
353461	FLORETS IN BLOOM	250	12	10	8003495534618
353041	FRIARIELLI SEASONED	400	12	10	8003495530412
353454	COUNTRY STYLE POTATOES	600	12	10	8003495534540
353441	POTATOES AND ARTICHOKE SEASONED	400	12	10	8003495534410
353450	SPINACH SEASONED	450	12	10	8003495534502
353442	GRILLED VEGETABLE TRIO SEASONED	400	12	10	8003495534427
353458	GRILLED VEGETABLE TRIO SEASONED	250	12	10	8003495531785
353459	GRILLED PUMPKIN SEASONED	250	12	10	8003495534595
353447	GRILLED COURGETTES SEASONED	400	12	10	8003495534472

VIRTÙ DI BRODO – VEGGIE STOCK

Item code	Product	Pack. g.	No. pack. per box	VAT	EAN code
351123	VIRTÙ DI BRODO – VEGGIE STOCK	200	8	4	8003495511237





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