

## FRESH-FROZEN: always a good choice!

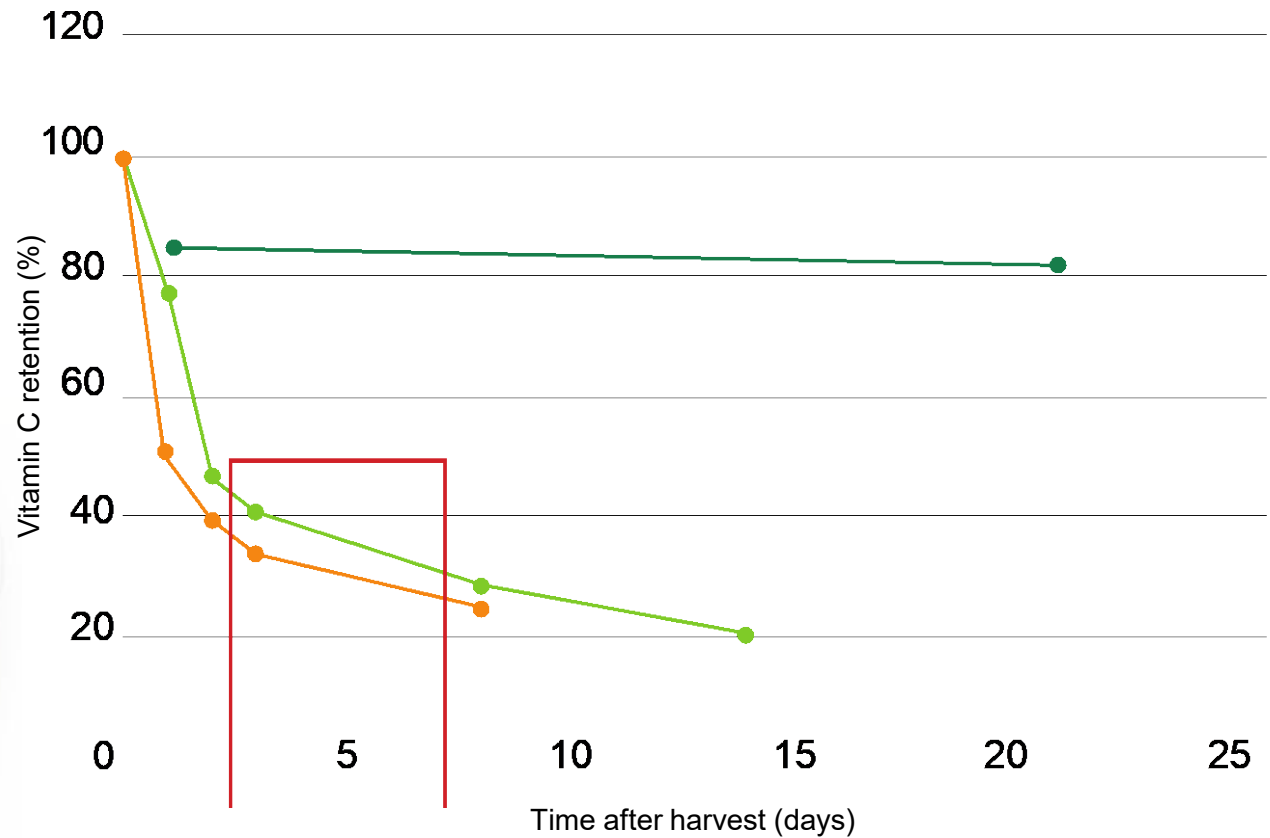
- Cleaned, washed, cut and ready to cook
- 100% yield guarantee
- 100% convenience
- Stable price
- Long shelf life: 18 to 30 months



# AT LEAST AS MANY VITAMINS AND MINERALS AS FRESH VEGETABLES

## Quick loss of vitamin C in fresh beans

- Frozen, -18°C
- Cold storage, 4°C
- Cold storage, 13°C
- Freshly bought vegetables after 3 to 7 days



source: Ghent University - 2007

# AT LEAST AS MANY VITAMINS AND MINERALS AS FRESH VEGETABLES

## Quantity of vitamin c (mg/100 g)

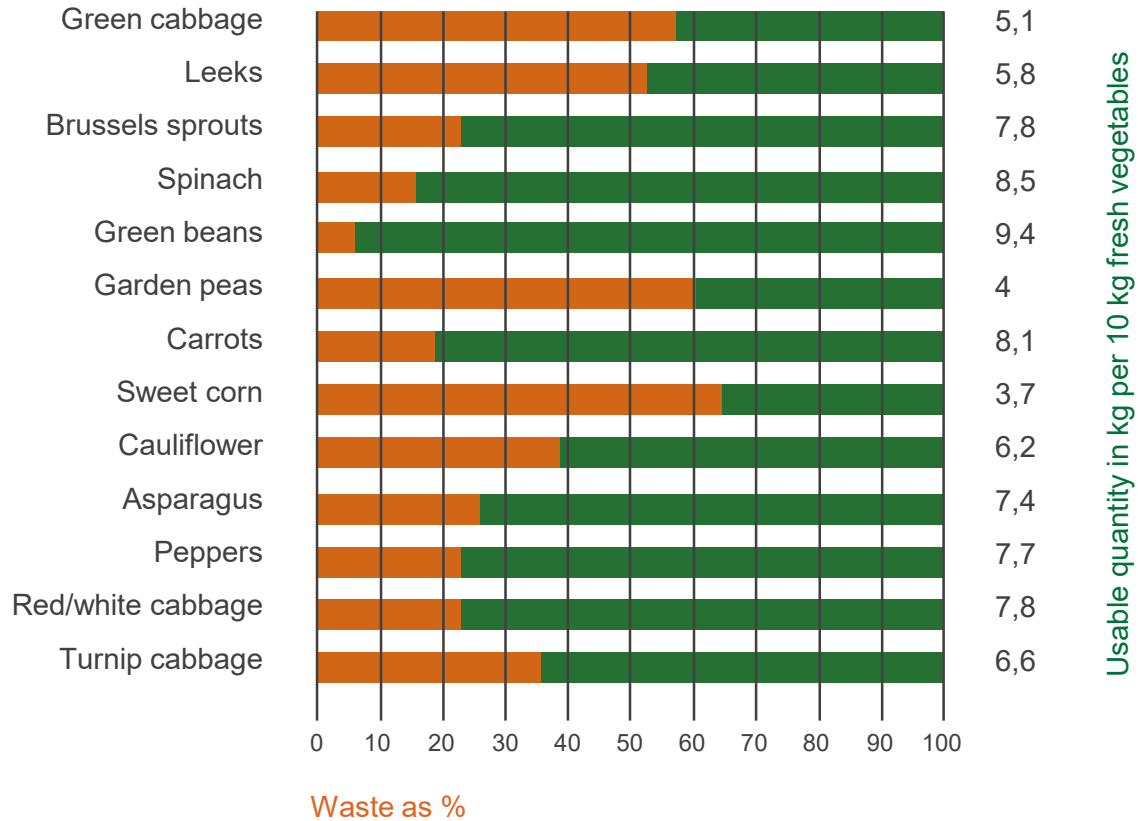
Freshly picked peas	22,1
Fresh peas (after 2 days)	14,1
Quick-frozen peas	20,2
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Freshly picked spinach	17,0
Fresh spinach (after 2 days)	4,1
Quick-frozen spinach	14,6
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Freshly picked French beans	16,4
Fresh French beans	7,9
Quick-frozen French beans	14,3



source: Deutsches Tiefkühlinstitut

# 100% CONVENIENCE AND LESS WASTE

Waste and useable quantity with fresh vegetables (average)



■ waste  
■ usable quantity

source: Deutsches Tiefkühlinstitut