



ANNA
TURA

THE NATURAL FACE
OF QUALITY.

WHO WE ARE:

Annatura is a line of fresh vegetables that you can find in the refrigerators of the most important supermarket chains.

The products are packed in practical and innovative containers which keep all the nutritional properties of the vegetables, without adding any preservatives or additives. Thus the vegetables, which have been boiled only in water, stay fresh for 30 days in your refrigerator.

Annatura only chooses fresh seasonal Italian products.

Annatura is a choice.

The choice to follow a healthy lifestyle and to prefer the real flavours of the products from the earth.

We look forward to seeing you in every supermarket: come and discover the Real Face of Nature.

Fiorinova



FROM THE EARTH TO YOUR TABLE

Each container mentions the region where the product comes from, guaranteeing that its production chain is authentically Made in Italy.

Our vegetables are ready to eat.

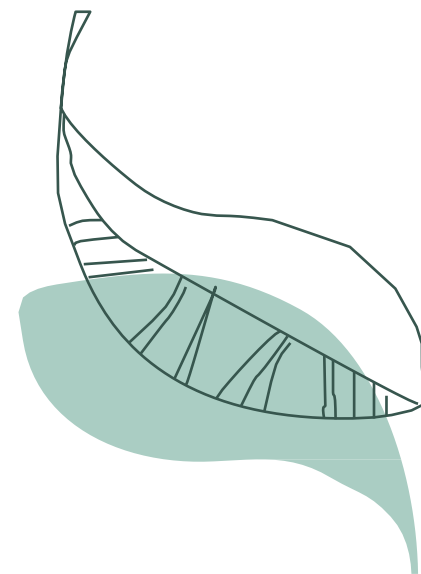
You can eat them as a simple and natural side dish by seasoning them with oil and salt, or you can use them to prepare more elaborate recipes.





FIRST STEP

- The supplier selection, which guarantees an excellent raw material, follows strict procedures.
- Storage in cold rooms refrigerated at 0°-4°; washing of vegetables, following a specific process.
- Hand-cutting of vegetables, in most cases.
- Streaming or boiling of vegetables.





SECOND STEP

- Packaging in trays.
- Labelling and boxing, placing of the final products in warehouse.
Transport and delivery, in strict compliance with the cold chain,
- guarantee the highest standards of sanitation, hygiene and food quality.
- Vegetables can be stored in the fridge for 30 days, but are to be consumed withing 2 days from the opening of the package.

FROM THE PRODUCER TO THE CONSUMER

The Annatura supply chain favors the fruits of the territory and, in a full transparent relationship towards the consumer, each tray reports the origin of the raw materials, which are always rigorously 100% made in Italy.

The supply chain is extremely devoted to environmental sustainability, with short, fast and safe logistics. Besides, Annatura is very careful about food waste, which is limited thanks to a product Shelf-Life of 30 days, and looks after energy waste: Annatura products are already washed and cooked, thus reducing electricity costs and water consumption.



FROM THE PRODUCER TO THE CONSUMER



LOGISTICS

Fast and safe from the hygienic-sanitary and food-safety points of view.



SUPPLIER

Unique and able to guarantee a very high quality raw material.



STORAGE

Easy-to-manage and limited spaces.

FROM THE PRODUCER TO THE CONSUMER



LESS FOOD WASTE

30 days shelf-life associated to the potential use of bi-packages allow the consumers to cook just what they really want to eat, and store the rest in the fridge.

ELIMINATION OF PROCESSING COSTS AND
DECREASE OF CONSUMPTIONS

Vegetables are already washed, cut and cooked; this allows to reduce the consumption of water, gas and electrical energy, and to produce less waste.

WE HAVE THREE STRONG POINTS

The products of Annatura have clear characteristics:



ITALIANITY

All our raw material comes from Italy.



SEASONALITY

Our daily proposal respects the cycle of seasons.



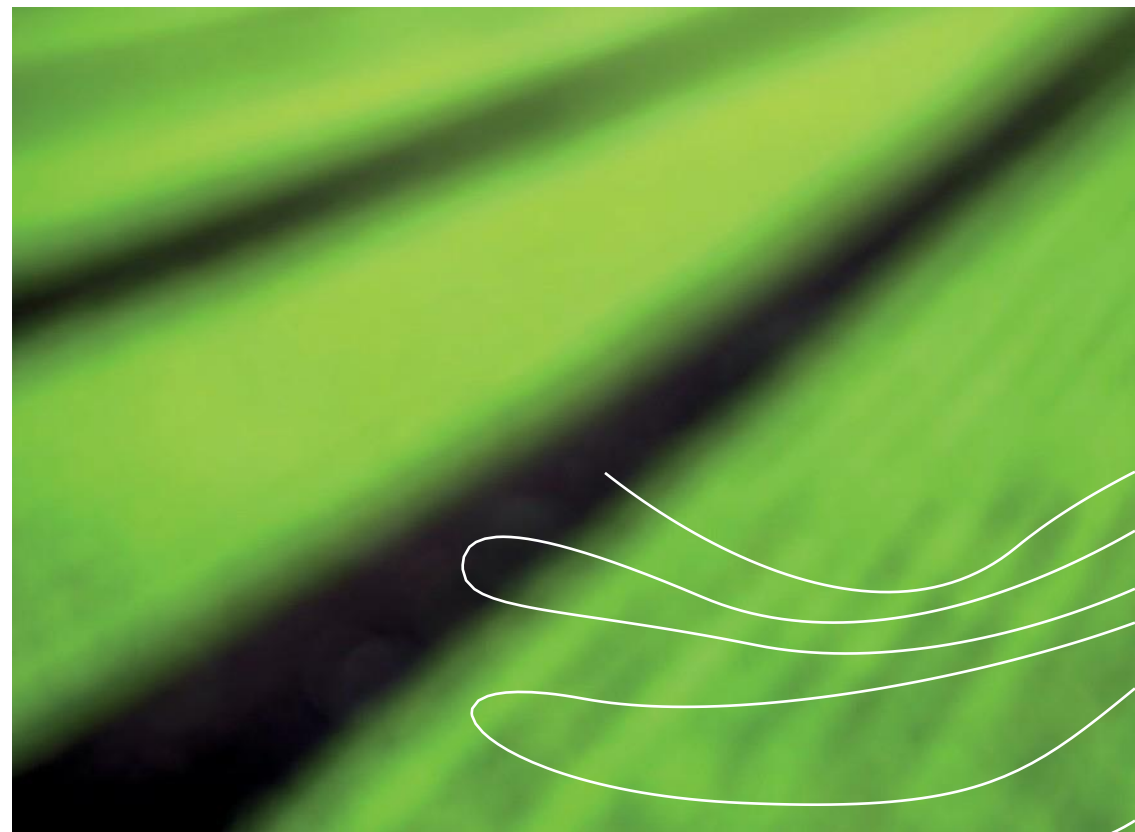
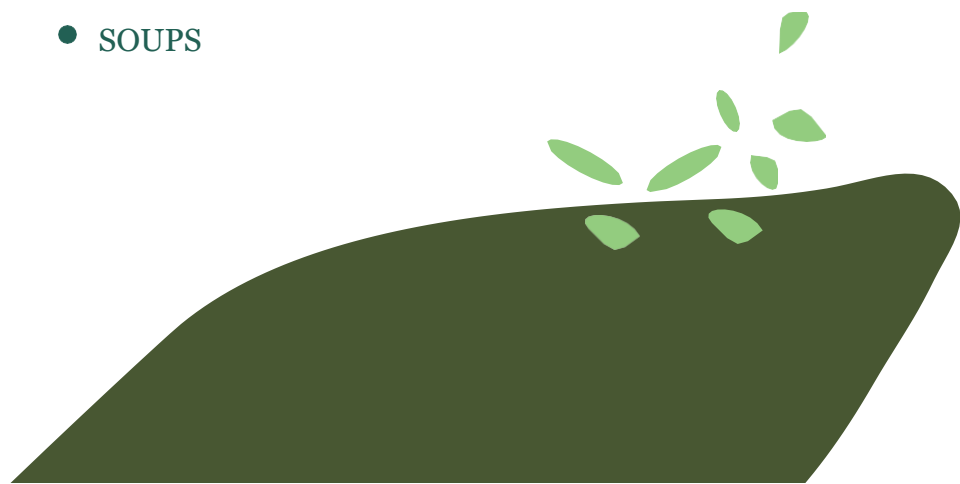
NATURALNESS

Our products do not contain additives or preservatives: they are simply cooked in water and packed in practical and innovative containers.

OUR LINES

The natural garnish, always ready, everyday fresh.

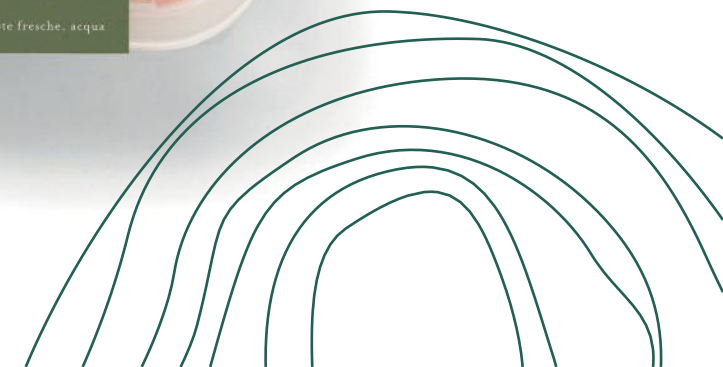
- NATURE
- GRILLED
- CEREALS
- LEGUMES
- ORGANIC
- SOUPS



NATURE

19 different choices among tubers, different varieties of broccoli, cabbage, leafy vegetables.

Prepared with water, without the addition of flavorings, additives and preservatives.



GRILLES

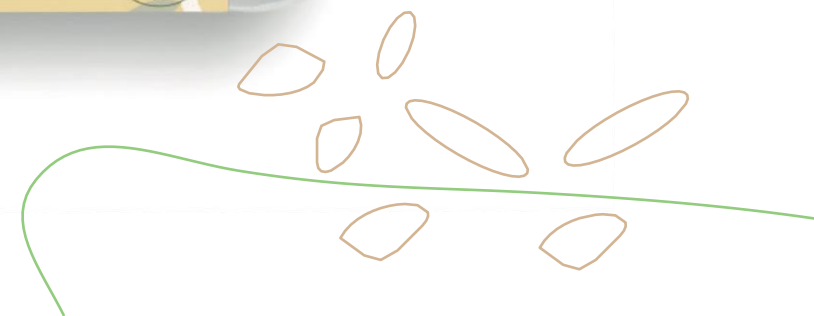
5 choices such as eggplants, peppers, radish, pumpkin and zucchinis, sprinkled with sunflower oil and white vinegar.



CEREALS

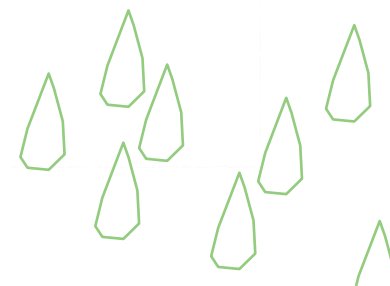
Pearl spelt and barley.

Prepared with water, without the addition of flavorings, additives and preservatives.



LEGUMES

Chickpeas, borlotti and cannellini beans and lentils.
Dried and boiled in water, without the addition of flavorings, additives and preservatives.



ORGANIC

11 different choices among leafy vegetables, cabbage and legumes, exclusively coming from organic cultivation.

Prepared with water, without the addition of flavorings, additives and preservatives.



NOVELTIES 2023: LE ZUPPE

Our product line 'Le Zuppe' is the ideal solution for anyone who wants to fully savour a flavourful, ready-to-eat hot dish. Carefully selected vegetables, legumes and cereals are the basic ingredients of a selection of soups that can be easily enjoyed or customised by adding pasta or rice. All our soups – to which you only have to add water or broth – can be customised as desired. Deliciousness has never been more practical!



THE RIGHT FORMAT FOR EVERY NEED



SINGLE PACK

300g

Great for those who eat vegetables every day: a couple, but also a whole family or a worker who comes back home late at night and doesn't feel like cooking.



DOUBLE PACK

150g + 150g

In order to fight against waste, this packaging allows you to consume just what you're willing to eat at once; you can store the rest of the vegetables and eat them later.



MULTI-PORTION PACK

2,500g e 1,250g

That's great for catering, cash and carry, or food industry workers.

ANNATURA, CERTIFIED QUALITY

Our products possess the most important certifications:



ICEA

«Istituto di Certificazione Etica e Ambientale», whose mark is a symbol of guarantee, control and quality for organic productions in many fields.



SGS

It provides an independent service of inspection, verification and analysis of products, services and systems.
It guarantees security, quality and efficiency.



IFS

These are featured standards for products, services and food. IFS certification guarantees that the company offers a product or a service which is compliant with the customer specifications, in an ongoing effort to improve the process.

OUR CONTACTS

Useful information to know more about us:

THE ESTABLISHMENT:

Via Edoardo Amaldi, 12
00015 - Monterotondo (Roma)

Tel. 06.900.997.317
Fax 06.906.207.30

REGISTERED OFFICE - INTEGRATED SERVICES MANAGEMENT S.R.L. :

Via Girolamo Benzoni, 45
00154 - Roma

Tel. 06.900.997.01
Fax 06.689.754.64

COMMERCIAL OFFICE:

commerciale@annatura.com

COMMUNICATION OFFICE:

comunicazione@annatura.com

ACCOUNT MANAGER:

lroggi@annatura.com

QUALITY OFFICE:

qualita@annatura.com

PRODUCTION OFFICE:

produzione@annatura.com

www.annatura.it





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WWW.ANNATURA.IT