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Feeding Futures

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SWEET OR SAVORY?

From fruit to oil:
Everything you need
to know about avocado

Avocado is among the memories of the house where Sovena Group nutritionist Carmo Cabral lived years ago. There was also a banana tree and a papaya tree, grown from fruits brought and planted on the land by African families in the 1970s in Portugal. “Avocado trees look spectacular, they are big trees that take time to grow, and bear fruit all year round. Today I no longer have them at home, but these trees

still grow where I live,” recalls the nutritionist.

Avocado is a star element of the Keto Diet, a diet based on ketogenic food, involving consumption of foods which are sources of fat, with a balanced intake of protein and low carbohydrate. “It is rich in monounsaturated fats, important for cardiovascular health; vitamin B5, which keeps cholesterol levels healthy; vitamin E (antioxidant); potassium; and lutein,” lists the nutritionist.

Carmo considers the consumption of this fruit widespread. “There are numerous possibilities for consumption – smoothies, salads, guacamole, and you can even cook them in the oven with an egg inside,” suggests the specialist, who

mentions more unusual ways to eat them, such as avocado mousse with cocoa.

To keep up with the trend, in the United States in 2017 Sovena Group launched the Speciality range, a line of special oils among which Avocado Oil 1L is prominent. In 2019, the Fula brand launched the Fula Nativos range, presenting four varieties: Avocado Oil, Coconut Oil, Grape Seed Oil and Sesame Seed Oil. These are 100% vegetable based foods, rich in nutrients which can be used for marinades, sautéing, frying or for making mayonnaise and cakes. “The properties of avocado and avocado oil are very similar. The extraction of the oil involves crushing the fruit through a mechanical process which preserves the fruit’s nutrients,” Carmo explains.





Avocados stuffed with egg and smoked salmon

Casal Mistério's favorite brunch,
created in partnership with Oliveira da Serra





MEAL TYPE
Brunch



PREPARATION TIME
15 min



SERVINGS
Serves 8 people



DIFFICULTY
'The easiest of all'

INGREDIENTS:

4 avocados

100 g of smoked salmon

8 eggs

Salt

Black pepper

Pink pepper

Aromatic herbs

Olivari Marmelo Estate

Reserve EVOO

PREPARATION:

Cut the avocados in half and remove the stone. If you don't want to waste avocado or cut your finger, stick a knife into the stone and rotate it to remove it easily. If the hole seems small, remove a little more avocado using a spoon until an egg fits inside.

Place the avocado halves on a sheet of baking paper on an oven tray. Cover the hole in each avocado half with smoked salmon, and place an egg on top (the yolk and as much of the white as you can). Season each egg yolk with salt and black pepper.

Carefully put the oven tray in the oven and cook for around 10 minutes – just until the egg has turned white, but making sure the yolk is still liquid. Finally, spread the pink pepper and aromatic herbs over each avocado and finish with a drizzle of Olivari Marmelo Estate Reserve EVOO. Serve hot, and then tell us if it's not the best brunch you've ever had.

A great brunch for when you want avocado.



Home
Cooking



The home cooking trend is here to stay, and Casal Mistério, Sovena Group partner, reveals their rituals

The recipe for a spectacular meal goes far beyond the ingredients of the dish. There is no seasoning better than good music and a glass of wine. With this philosophy of life, Casal Mistério, anonymous Portuguese influencers, partners in the creation of exclusive recipes for Sovena Group brands Oliveira da Serra and Fula has spent four years having fun in the kitchen. Successful on

social networks, the influencers and food critics introduce themselves as follows: “He cooks, she travels. When they are away, they try out and rate restaurants, bars and hotels. When they get together at home, they write about what they say: the good, the bad and the very bad.” The couple’s Facebook profiles have over 330 thousand followers, and on Instagram they have over 220 thousand.



With an irreverent spirit, they suggest avocados stuffed with egg and smoked salmon as a favorite brunch recipe (read more on pages 2 and 3). “There are no ceremonies at home. The greatest source of inspiration is the appetite of my dear Mystery Wife. She has a great taste for eating and always wants to try new things,” he says. “It’s wonderful. I am very lucky to have no knack for cooking, and I think I have good taste for eating,” she adds.

The home cooking ritual, a trend that spread throughout the world during confinement, begins for them when they go to the market – a task reserved for the Mystery Husband. “There is nothing like choosing the ingredients we like most in the moment. I like to touch and smell the food. That’s how I start to imagine what I can

cook,” he says; he usually goes to fairs and markets for local farmers twice a week. “It doesn’t make sense to be in the Algarve and look for cherries from Fundão. It’s good to choose fresh produce from where we are.” In the meantime, she tries to set the table. “I often use white linen tablecloths and other items that belonged to my family. I think it’s nice to mix more modern crockery and cutlery, to use different and colourful dishes in light tones,” she suggests. When organising food in the pantry, she also says that it’s more for aesthetics than practicality. Olive oil, coarse salt and spices are next to the stove, while flour, grains, rice and pasta are kept in glass jars. Vegetables and legumes which last longer are displayed in a basket on the kitchen counter. The rest is in the refrigerator.

Family rituals at the table

At the heart of the house are the kitchen and the four children. “We are a large family. Our kitchen is open for everyone to participate,” he reveals. During the season when they spend most of their time at home due to COVID-19, they created a list of rules for good coexistence: 1. The father is not allowed to talk about the disease statistics at the table. 2. The mother only enters the kitchen to clean and tidy up. 3. Meals are always eaten at the table. 4. No one uses their mobile phones while eating. “Cooking is an act of love,” she summarises.

A survey by Bloomberg News in partnership with Morning Consult interviewed 2,200 North Americans about eating habits during the pandemic. 43% of those interviewed, born in the 1990s, revealed that they plan to maintain home cooking when the situation passes, compared with just 9% who say they would cook less.

“The quarantine brought people, parents and children, together. It is necessary to look at the positive side, which is increased social interaction at home and around the table,” says the father of Casal Mistério.

For days working at home, when you still need energy to cook, he shares a piece of advice: open a good bottle of wine. “I am inspired by a phrase by the American Julia Child on these occasions: ‘I enjoy cooking with wine. Sometimes I even put in the food’”. The soundtrack also dictates the good mood and the menu. “I choose the music depending on what I cook. I almost always listen to Bossa Nova and Brazilian pop music,” he concludes, giving two examples. “A dish that would go with João Gilberto would be ravioli with mushrooms, truffles and shavings of cheese from the island. Elis Regina, on the other hand, needs to be a spicier, more intense pasta,” he jokes.





Less plastic and less color for sustainability

The incorporation of 20% Recycled PET and a 50% reduction of pigment in all plastic packaging of the Oliveira da Serra and Fula brands reinforce Sovena Group's commitment to the environment.

The Group strengthens its capacity for reinvention and its vision focused on the future of global food, and starts with a measure which renews its commitment to sustainability. Next month, all plastic bottles of Oliveira da Serra and Fula, leading brands in olive oil and vegetable oil sales on the Portuguese market, will guarantee the incorporation of 20% Recycled PET and the reduction of pigment by half.

"The reduction of pigment is a measure of great importance, as it leads to a significant reduction of chemicals in our bottles. We intend to extend this reduction to all bottles in our portfolio, in all markets," says João Basto, Director of New Ventures & Sustainability of Sovena Group. This measure is in tandem with the decision made this year to also reduce around 50% of the pigments (color) in the packaging of these two brands, reducing their environmental impact. According to João Basto, the incorporation of 20% Recycled PET in the millions of Fula

and Oliveira da Serra bottles that will be sold next year will lead to a 155 tonne reduction in the purchase of conventional plastic. "In 2021, we intend to extend this initiative to the Andorinha brand and to continue working with our white label clients to support them in including Recycled PET in their bottles," adds João Basto.

This set of actions is an integral part of the Group's strategy to reduce the environmental footprint of our products. "Sovena's activity is structured toward zero waste throughout its value chain. In the case of plastics, in particular, we work continuously in all of our factories on numerous small initiatives which, taken as a whole, will continue to help us reduce the consumption of plastic for every liter sold, with the aim of guaranteeing its recyclability," explains João Basto.





Cultural diversity at Sovena USA

As in New York City, Sovena's headquarters in the United States bring together a rich mixture of cultures. "There are employees from Thailand, Vietnam, the Dominican Republic, Puerto Rico, Peru, Bosnia and Spain, to mention a few," notes David Winberg, Human Resources Director, who also highlights the gastronomic aspect of cultural diversity. "Some of the foods that our employees bring are delicious," he notes about the atmosphere of sharing in the cafeteria.

Located in Griffiss Business and Technology Park, a former US Air Force base (which still operates military missions today), the headquarters encompass production, storage and office facilities in its 190.000 m² area. A total of 160 employees work different shifts, thereby carrying out work 24 hours. There are various ways to get to the headquarters, allowing employees to use their own car, ride a bicycle or take public transport.





Gold Award for Andorinha Extra Virgin Vintage Oil

Among almost 100 olive oils from 11 countries, the Andorinha Extra Virgin Vintage Oil won a Gold Award at the Brazil International Olive Oil Competition (iOOC), a contest held in August this year. The competition brought together representatives from Argentina, Brazil, Chile, Spain, the United States, Greece, Italy, Portugal, Tunisia, Turkey and Uruguay, and featured a judging panel of specialists in the world of olive oil, opinion makers, agronomists, oenologists and professors of Gastronomy and Cellular and Molecular Biology.



Bela Gil launches the second version of Andorinha Criações do Brasil Oil

Chef and presenter Bela Gil reinforces the partnership with Azeite Andorinha with the Criações do Brasil line, with the update of her olive oil in partnership with the brand. Created from a special selection of fresh olives, the new olive oil has the main characteristics of harmony and versatility, with a balanced flavour and slightly fruity aroma. Well-known in Brazil, the presenter of the television programme “Bela Cozinha” and natural cuisine chef has just released her third book “Simplesmente Bela”, with tips on 40 recipes for the body and the home.



Humor and a lot of warmth in the new web series from Oliveira da Serra

Humor was the ingredient chosen for the web series “Prova de Fogo” (Trial by Fire) which promotes the “Bold” and “Extra Bold” piri-piri sauces from Oliveira da Serra. The campaign has 7 episodes, uploaded to the Instagram, Facebook and YouTube pages of the brand, posing challenges for some of the main Portuguese influencers, including Carolina Patrocínio, Tiago Teotónio Pereira and Miguel Costa. The Bold and Extra Bold piri-piri sauces from Oliveira da Serra are the stars of the table and are served with chicken wings at the Chickinho restaurant in Lisbon, leaving all participants “breathing fire” and burning with laughter.



Fernão de Magalhães Award 2020 for Portuguese-Spanish Cooperation issued to Sovena Group

The Andalusia and Portugal Business Council and the Consulate General of Portugal in Seville issued the Fernão de Magalhães Award for Portuguese-Spanish Cooperation to Jorge de Melo, CEO of Sovena Group. The award recognizes the special contribution of people or institutions to relationships between Portugal and the south of Spain.

Today, Sovena is one of the main Portuguese multinationals and a global leader in the olive oil sector, employing over 400 people in Andalusia, and being in the top 10 biggest exporters of this region of Spain. The award was given by the Portuguese Ambassador, João Mira Gomes, and Presidential Councilor of the Junta of Andalusia, Elias Bendodo.



Sovena Group joins the support network of the Food Bank of Portugal and Spain

When times change and hunger is more frightening than a virus, help must not be stopped. For this reason, Sovena Group decided to partner with the Food Bank and contribute to those who currently face serious difficulties. In Portugal, the Oliveira da Serra brand created a new category of olive oil – Azeite Ajuda Extra – to support the Food Emergency Network (Food Bank). The brand changed the image of its traditional olive oil – Oliveira da Serra Clássico – showing its solidarity. Thus, together, we will give extra help to Portugal. In Spain, with the same objective, Flor de Olivo Solidário is launched, under the motto of the #JuntosEsMejor (TogetherIsBetter) campaign on its social networks. When buying a bottle of both brands, 10% of the value will be donated to the Food Bank, thereby delivering many liters of olive oil to those who need it most.





B-side

KAREN PITTS

Purchasing specialist of Sovena Group USA

*The "wonderful perspective
of the world" on a hot
air balloon*

It could be a dream, but it is reality. For four years, Karen Pitts, 64 years old, has been flying hot air balloons over the sky in New York. "I'm not a pilot, I'm a flight crew member." The story started with a balloon that Karen saw and photographed near her home. One day she sent a message to pilot Dwight Cramer to ask if she could attend the launch, and ended up at the start of a life-long adventure. Karen describes the experience as incredible, passionate, smooth, quiet and with the wonderful perspective of the world. "It's breathtaking! I'm literally floating. The first time, we flew over a huge, beautiful local waterfall. The pilot also lowered the balloon and approached the treetops so that I could pick some leaves. My favorite part of flying is that in the air you can see everything around you," observes Karen, who started ballooning as a hobby.

Flight distance depends on wind and temperature. “In great weather conditions, we fly an average of 30 miles. On days with little wind, we can fly up to 2 miles,” says Karen, who usually makes commercial flights of 45 minutes. “I have flown in all seasons, and contrary to what people think, winter is one of the safest. The cold air needs less propane (the gas needed to heat the air in the balloon and keep it in the air), so we can make longer flights over greater distances,” says Karen, who has flown in temperatures of minus 5 degrees. In total, she says she has flown ten times in the last four years on the “Paradise Island”, the name of the yellow balloon with diagonal red, blue, green and orange stripes.

Manning a balloon requires dedication. The

pilot must have a certification from the Federal Aviation Administration (FAA). Karen, who belongs to the crew, had to take a course with safety instructions, on which she learned all stages of launching a balloon. This year, as a result of the COVID-19 pandemic, she only flew once. On weekdays, she has worked for five years as a purchasing specialist at Sovena USA. “The remote working experience has been a challenge, as I have been going to the office every day for years. I really miss the atmosphere in my workplace. In the meantime, I realise that this is what we need to do for now, and my pets are obviously very excited about having me for company at home,” laughs Karen.





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