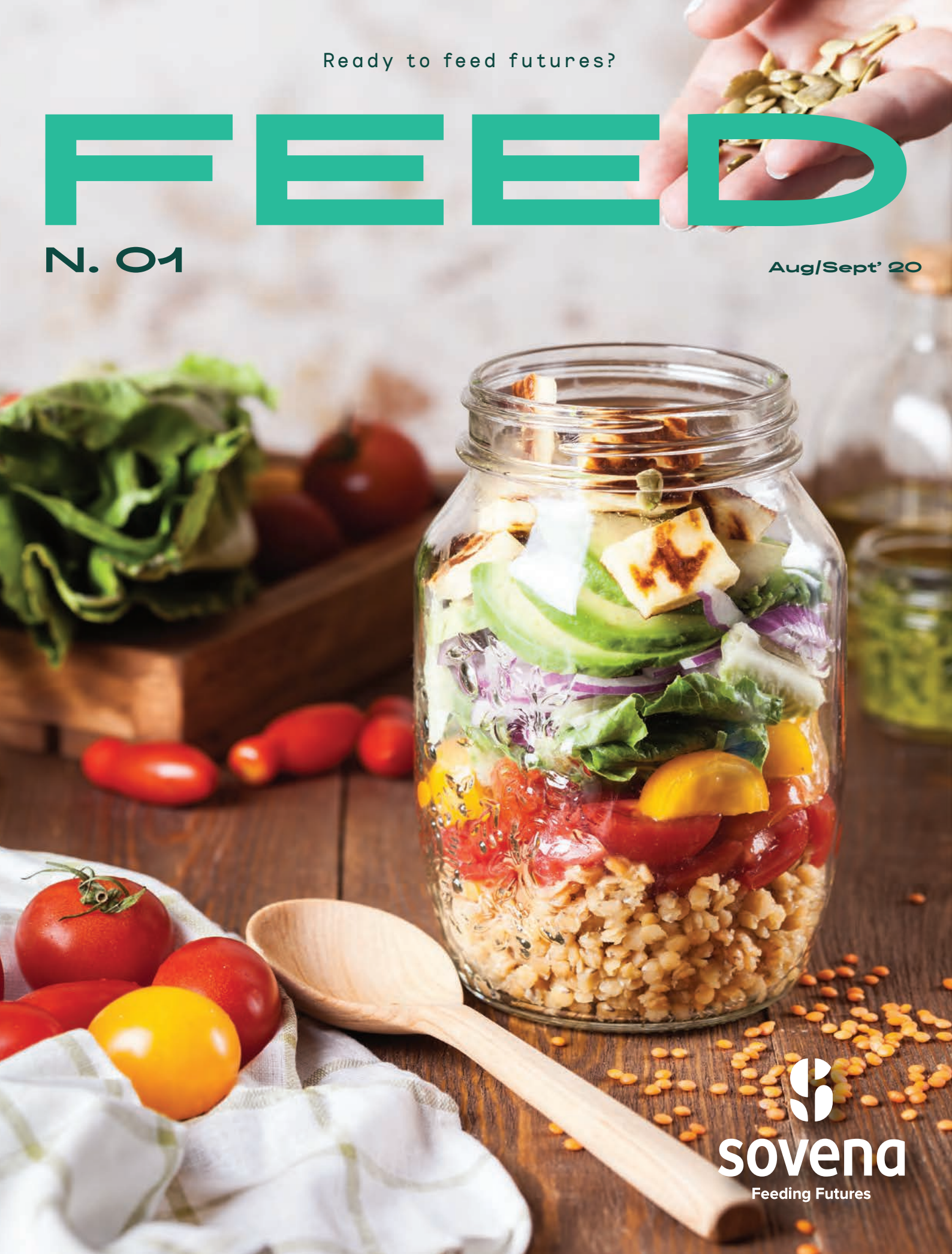


Ready to feed futures?

# FEED

N. 01

Aug/Sept' 20



  
**sovena**  
Feeding Futures

► So Yummy    ► Up to Date    ► What's up?    ► B-side



## CEO Note

### *Welcome to FEED Magazine*

Today we launch the first edition of FEED, the new digital magazine from Sovena Group, which will share information and spread knowledge about what inspires us: food, together with the wellbeing of people and the planet. It will also show our brands, innovations and trends in the world, and the fertile business of Sovena.

This will be a communication with a new image and fresh focus, a vehicle for us to plant our essence with all our collaborators and partners, as well as showing the path we wish to take.

I hope that each one of you savours and accompanies us in this new chapter of corporate communication from Sovena.

Thank you,  
Jorge de Melo (Sovena CEO)

Reading time: 15 minutes

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## So Yummy

Colourful salad of tuna  
and beans



Menu tips for  
outdoor picnics



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## Up to Date

**Wellbeing:**

Meditation for beginners

**Décor:**

Everything you need to know  
to connect with the earth and  
cultivate your own urban garden

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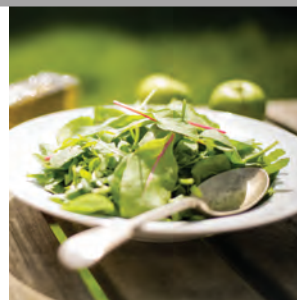
## What's up?

**Highlights:**

Sovena Group bets on the  
future of global food

Alfredo da Silva's 150  
year legacy

Current news from the  
Sovena universe



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## B-side

Grandma's lace clothes inspire the creation  
of ceramic pieces by Carla Marques, food  
engineer of Sovena Group



Text: Carolina Ribeiro. Promoting pictures.



# Colourful salad of tuna and beans

Recipe for a healthy picnic





Type of Meal  
*Salad*



Preparation Time  
*10 min*



Portions  
*4 servings*



Difficulty  
*Easy*



### Ingredients:

*1 jar* of beans, drained

*4 tins* of tuna

*¼* red cabbage, very finely  
chopped

*1* large carrot, grated

*1 bunch* of purslanesde

*Chopped* coriander

*1* onion, chopped

*2 tablespoons* of sunflower oil  
*juice* of *1* lemon

*salt* to taste

## Preparation:

Drain the tuna and season it with lemon juice.

Add the red cabbage, carrot, onion, purslane, and coriander to the beans.

Add the oil and mix well.

Add the tuna, mix together and check whether it needs more oil or salt.

Season to taste and refrigerate for a few hours before serving!





## Affective sharing

**On the balcony, on the terrace or on the grass: tips for a healthy picnic**

The first image that appears in the imagination of Sovena nutritionist Carmo Cabral when talking about a picnic is a red and white chequered blanket on the grass and a wicker basket. Next there is the sun and food which can be eaten with the hands, without plates, as ingredients which an outdoor meal must have. “The sun and the outdoors are super important for wellbeing. If we can’t go out, we can do it on the balcony, the terrace or the back yard of the house,” suggests Carmo. The nutritionist suggests light, tasty food for the menu, with options for all tastes.



“We can make a cold soup to drink from glasses, omelettes, fruit skewers with watermelon, melon, grapes and plums, vegetable sticks with hummus, and energy bars,” Carmo suggests, highlighting a trend: “Salads in jars are very fashionable today. Chickpeas and cod, or green beans and tuna. They are very nutritious and are quick and easy recipes to prepare.” The secret to salads is preparing a special vinaigrette with  $\frac{1}{2}$  cup of, for instance, Olivari extra virgin olive oil,  $\frac{1}{4}$  tsp of Dijon mustard, 2 Tbsp of wine vinegar, 4 Tbsp liquid of egg yolks, salt and pepper. This

vinaigrette goes well with any recipe. To drink, instead of soft drinks, what about preparing iced tea or flavoured water? Carmo suggests a drink prepared with sparkling water, slices of lemon and mint leaves. For the specialist, they are practical drinks to take to a picnic because we can freeze them the night before, allowing them to melt during the next day – they can also be kept cold if we use a thermos. A nice cold white wine also shouldn’t be ruled out. Is everything ready for the picnic?



# Shall we start to meditate?

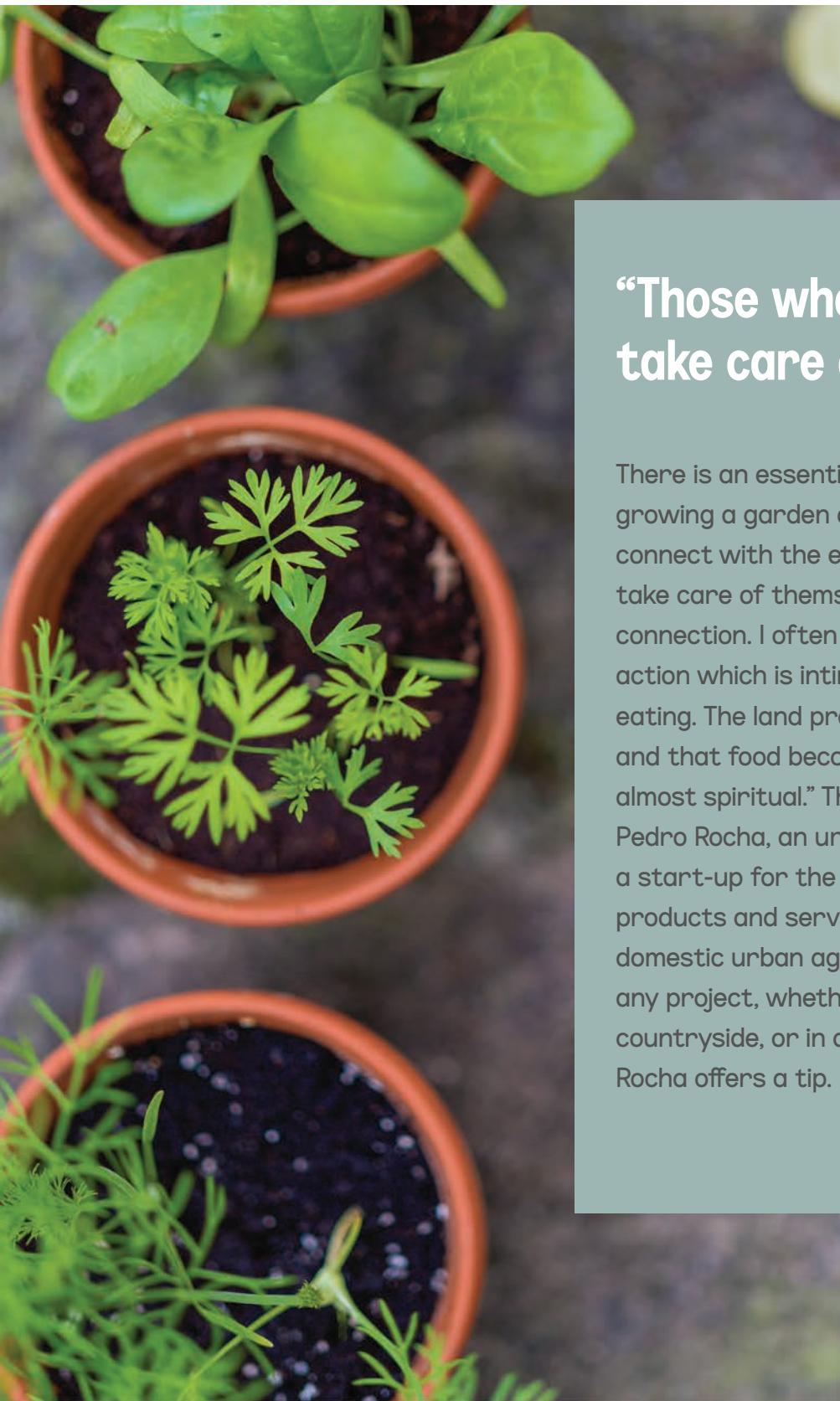


If you find your relationship with meditation impossible, this is the article for you. Forget the idea of emptying your mind. Think only about slowing it down and releasing stress. Choose a comfortable corner of your home and sit comfortably. A good start is to establish a time: five, ten or fifteen minutes. The combination of closed eyes and deep breathing is essential. Inhale through the nose (and count to four), rest (count to three), and exhale through the mouth (count to five). Repeat this process ten times. At this point, things like the shopping list, the work meeting or the bill to pay will come to your mind. Let these thoughts enter through one side and leave through the other. Hold on to the magic word “mindfulness”, meaning full attention. The inner consciousness that we wish to reach is in this place. If you need some motivation, there are some apps that can help. The [Headspace](#) app is a good reference. It offers options for people with different levels of anxiety, for listening to in the morning or before going to sleep and offers the option of a woman’s or a man’s voice for the ritual. Other references of app’s are [Insight Timer](#), [Calm](#), [Let’s Meditate](#). At the end of the practice, the advice of Lodo Rinzler, co-founder of the MNDFL Meditatio studio in New York, is to get up slowly and observe an external element such as sunlight on your face until returning to your initial state.





Décor  
Urban gardens



## “Those who cultivate take care of themselves”

There is an essential human condition for growing a garden at home: the desire to connect with the earth. “Those who cultivate take care of themselves. There is a connection. I often say that if there is an action which is intimate with nature, it is eating. The land provides the tomato, I eat it, and that food becomes part of my body. It’s almost spiritual.” This is the reflection of Pedro Rocha, an urban gardener of Noo City, a start-up for the development of intelligent products and services for practicing domestic urban agriculture. Before starting any project, whether at home, in the countryside, or in a corporate environment, Rocha offers a tip.





“To make a small garden is to work with a dynamic system which is life. No one can expect to do everything well. You will fail. And this is the best thing that can happen to make you aware that we cannot control everything”. Based on this premise, one can grow their own ingredients. Where to start? If the idea is to grow the food from seeds, Rocha recommends beginning with radish, carrot and coriander, as they are resistant shoots. In the case of seedlings, he recommends tomatoes, lettuce, onion, beetroot, and peppers. On the difference between one and the other, the specialist offers an analogy. “The seedling is like a child and the seed is like a baby. They need you to do everything; they cannot survive alone”.



In practice, lettuce has an average cycle of 8 to 12 weeks; for tomatoes it is 16 weeks.

Regarding aromatic herbs, Rocha divides them into two categories. Parsley, coriander, and basil, for example, are annual. “We plant them, cut them, and there comes a point where they will die”. Mint, oregano, rosemary, and sage are perennial plants. “We plant them once and that’s it”. In summary, plants live on light, temperature, water, and nutrients. Therefore, when choosing the best place in the home to cultivate an urban garden, first look for the sun. “Sun exposure is essential”, says Rocha. Next comes water. It is important to water plants once per day, and

twice per day in summer. “There are many failures due to watering. Too much kills plants, as does not enough”, he warns. The specialist recommends a 8” to 12” deep container, a height he considers sufficient for adequate development of roots. Choosing the soil also has its value. “It is important for people to realise that plants feed themselves, and they don’t have mouths. If they do not feed on organic nutrients and compounds, they die. Agriculture makes us realise that we have to nourish the earth, the planet”, Rocha concludes, recommending the use of a coconut fibre-based substrate.





# Sovena Group bets on the future of global food

Sovena Group, a portuguese company with leading brands in the agri-food industry, renewed its corporate brand. 'Feeding Futures' is the new signature of the Group, which aims to reflect its capacity for constant reinvention and its vision for the future of global food. For Loara Costa, Marketing Director of the Sovena Group, "the new image comes to better translate what Sovena's identity and purpose is: a global reference in the sectors in which it operates and which is not limited to olive oil and cooking oil; a brand that is attentive to the evolution of food trends and a company committed to the sustainable connection between the land and the table". The responsible person also assumes the importance that the corporate brand has in the process of growth and evolution of the company: "More than the creation of a new symbol and a new signature, we believe that the meaning that accompanies the rebranding of the Sovena brand, reflects the vision that moves us, which is to be part of the food of the future. A new purpose that should guide the next steps of

our company and that makes even more sense in view of the current situation, in which all efforts are concentrated on a common cause, the well-being of families and the planet". The changes accompany the creation of a new and important area: New Ventures & Sustainability, which will be led by João Basto and reinforces the positioning of Sovena's new corporate brand, with the challenge of planting possibilities that will bear fruit in the future. Proud and motivated, he explains that "creating a new area within a company with the size of Sovena is a huge challenge. Despite being centenary, Sovena has always been able to assume an innovative, almost futuristic vision, shaped by a character based on the persistence and ambition of its leadership. It was this way of being and being that made it the first company in the sector to control the entire value chain and now, once again, it demonstrates its audacious spirit by creating an area totally focused on the future, a more comprehensive future that it is not exhausted in olive oil and cooking oil".



# The legacy of Alfredo da Silva

“More and better”. This was a saying of Alfredo da Silva, considered the greatest portuguese industrialist of the 20th century, whose 150th birthday would have been on the 30th of June 2021. His legacy inspired the creation of a series of commemorative activities, based on the theme “The future as tradition” which will take place from June 2020 to June 2021. The celebrations have the objective of eternalising the life and work of Alfredo da Silva, a figure who was unique due to his business spirit and his leadership of the CUF group (Companhia da União Fabril) and the resulting industrial and economic transformation in Portugal. Involving academics and schools, the program includes 13 conferences, a competition for young people in primary and secondary education and professional training, the granting of three prizes, support for studies and research work, a film about his life and the issue of four commemorative stamps by CTT. Notable among the conferences are “Corporate history and its protagonists”, “CUF, olive oils and oilseeds – Past present and future”, “Globalisation in Portuguese – African revolutions and continuities”, “Marketing with purpose”, “Innovation and creative process” and “Urban reconstruction of industrial heritage”, among others.



The format of each activity will be released during this year and 2021, and it is expected that part of the conferences will be held in English.

The project is an initiative of the Amélia de Mello Foundation, which bears the name of his daughter, in collaboration with his family, as well as universities and schools. Sovena Group celebrates 150 years of his history and has extolled his influence and impact since its foundation.





## Investment in Barreiro

Sovena Group has made an investment of 4 million euros in the industrial unit located in Barreiro based in Portugal, with the objective of improving its packaging and storage capacity. As published in the Expresso Newspaper, the investment also

strengthens the internationalisation strategy of the group. A communication stated, "The investment includes a new line which more than doubles the oil packaging volume from six thousand glass bottles per hour to fifteen thousand". The storage area was also expanded, representing a strong commitment to the export of the Andorinha brand, highly prominent on the Brazilian market.

## Vítor Sobral, collaborator chef of the Oliveira da Serra brand, launches a line of preserves with olive oils

In a year that the traditional Popular Saints' festivals could not be held in Portugal, chef Vítor Sobral decided to honour the sardine, a typical food of the occasion, presenting the Varina project. "There are seven sardine preserves, each with a signature oil created by seven renowned chefs: Henrique Sá Pessoa, João Rodrigues, Diogo Rocha, Bertílio Gomes, Noélia Jerónimo, Rui Paula and myself", the chef explained on the Notícias ao Minuto website.



## Impacts of the pandemic

In Executive Digest, the CEO of Sovena Group, Jorge de Melo, discusses the impacts of the pandemic. "This pandemic has shown that it is necessary to have secure logistical safeguards".



## Balanced personal and professional life

Sovena Group takes another step in promoting the wellbeing of its personnel with the launch of the Emotional and Psychosocial Support Programme in Portugal. The new programme includes a service line with psychological (children's education, marital disputes, stress management) and psychosocial (problems with support or grants, family assistance, among others) support services, and is available for employees and their families.

The project designed by the People & Culture area in partnership with Pulso Europe has the objective of promoting a balance between personal and professional life. The service is available 24 hours through the telephone line + 351 214 195 551 and by emailing [pac@pulso-europe.eu](mailto:pac@pulso-europe.eu).

At this time, Sovena Group offers Support Programmes to employees in the United States (Rome) and Portugal, and similar programmes are being studied in other locations.

## The 'new normality' for Sovena

In an article published in Marketeer, the head of Marketing at Sovena, Loara Costa, answered the question we all want to ask. The world has changed, and brands will also have to change the way in which they communicate and build relationships of trust. What work is being carried out in this regard? "Understanding and adapting to the 'new normality' has been key for our brands to follow consumers' demands and evolve in this new reality", Loara stated.



## Campaign "Sabe pela vida" is supported by the Sovena

The Sovena Group joins FIPA (Federation of Portuguese Agro-Food Industries) and AHRESP (Portuguese Hotel, Restaurant and Similar Association) to move forward with the "Sabe pela Vida" campaign. The objective is to guarantee the necessary conditions to receive customers safely when returning to commercial activities, as reported by Marketeer.





## The good management of Sovena USA

In the newspaper Rome Sentinel, it can be read that “Sovena, one of the largest olive oil companies in the world and in the USA, kept its doors open during the current global coronavirus pandemic”, said David Winberg, responsible for the Sovena USA Human Resources. With the declaration, Winberg announced that they are recruiting employees for 20 positions in the company.

A factory of food products that are essential goods cannot stop, so Sovena continued to pack olive oil, vegetable oils and special oils at the factory based in Rome, making the respective distribution to the rest of the country.



## Flor de Olivo expands its range of extra virgin olive oil

The Spanish olive oil brand, Flor de Olivo, has expanded its product range with some novelties. In addition to new PET formats for the Virgin Extra and Ecological references, it also launches two new extra virgin olive oils with an even more special touch: Flor de Olivo Gourmet and Flor de Olivo Selección Cooperativa. Brand profiles on Instagram and Facebook with recipe tips to share with family and friends are also on the air. Follow us!

## The acquisition of 25% of Chile Soho SpA

Sovena Group has announced the acquisition of 25% of Soho SpA, a leading producer in the commercialisation of olive oil in Chile, which will help strengthen markets such as Brazil and the United States. “When we entered this market with Soho, a well-established producer with a healthy position on the market, we secured the elements which have been the basis for an effective strategy in our international expansion plan,” stated Jorge de Melo, CEO of Sovena Group.





# B-side

**CARLA MARQUES**

Food engineer at Sovena Group

## *Between product development and the hobby of ceramics*

Food engineer Carla Marques, 35, opened the chest of pieces embroidered by her grandmother to give texture to the ceramic objects she makes. “These pieces have more sentimental value. One of my favourite pieces was made with the lace of an old shirt”, Carla tells us. Inspired by her brother three years ago, she signed up for a ceramics course and began to attend a workshop in the area of Anjos, Lisbon, where she began to produce her first plates. She began with a mug that she broke halfway through the process, which she transformed into a candleholder. “I wanted to make use of it. I fired it and I painted it toasted yellow. I use it to hold a small candle”.



The pieces are inspired by her everyday life. She recently decided to replace her liquid shampoo and conditioner with solid versions and created a personalised holder for them. “I want to reduce my ecological footprint, so I made soap holders which don’t hold water inside”. She also makes cheese boards with a lace texture, flowerpots, mugs, plates and bowls – all can be found on her Instagram profile [@maria.tangerina\\_ceramics](https://www.instagram.com/maria.tangerina_ceramics).

Last Christmas she received a potter’s wheel and began production at home. At 6 in the evening, when the workday at Sovena ends, she goes into the next room to get to work with her hands. “It’s

very enjoyable and ultimately a time for disconnection”, says Carla, who works on the Product Development team. For three years, the same period she has spent working on ceramics, Carla has validated the labels distributed by countries such as Portugal, Spain, China, and Israel. “It’s a very dynamic job. I can be speaking Portuguese while sending an email in English or Spanish and validate the legal content of the label according to the destination country (and there are a lot). We approve the texts of all products that we develop, our brands and clients’ brands”, she explains.





Want to participate in the next  
edition of FEED?

Send your suggestions, ideas,  
shares to  
[mktcorporativo@sovena.pt](mailto:mktcorporativo@sovena.pt)