

# Committed to carrots

Carrots are rich in beta-carotene, which is transformed into vitamin A in the human body, as well as dietary fibre, antioxidants and minerals. A company that has dedicated all its efforts to the healthy root vegetable is Azienda Agricola Aureli. The Italian family enterprise offers carrots in all kinds of forms, textures and packaging formats, from carrot purees and concentrates for industrial juice production to fresh carrots, carrot juices, carrot flour, carrot pasta, carrot biscuits and gluten-free carrot products.

## AURELI

Aureli is an agricultural business specialised in carrots. The company was founded by Mario Aureli in 1968. Until 1990, Aureli had focused

on growing and selling fresh carrots and other vegetables such as lettuce and fennel. Then the company decided to expand its range of activities and started processing its produce into juice, puree and concentrate. "On the one hand, this enabled us to minimise the amount of waste as juice or concentrate can also be made of carrots with an appearance that does not meet the quality standards of the retail trade," explains Marketing & Sales Manager Alessandro Aureli, son of the com-



Aureli offers a wide selection of vegetable juices, from pure carrot juice to exotic combinations with banana or pineapple

pany founder. "On the other hand, it opened a completely new market for us, as a supplier to the food industry." Situated at the foot of the



Marketing & Sales Manager Alessandro Aureli

Abruzzi National Park in the plateau of the Fucino rise, Aureli has a strong focus on limiting waste, environmental protection and sustainable development in general. The company has managed to create a closed production cycle and uses 100% of



Situated at the foot of the Abruzzi National Park, Aureli has a strong dedication to sustainable cultivation and environmental protection

its raw materials. "Everything that cannot be processed into puree or concentrate for industrial applications goes to our own biogas plant," states Mr. Aureli.

In 2000, Aureli developed a new line of products for the growing convenience market consisting of baby carrots, Julienne carrots and other ready-made, easy-to-prepare carrot products. In the following years, the product range continued to expand, with the introduction of dry carrot products such as carrot flour, which is very rich in beta-carotene, and gluten-free carrot products for people with celiac disease. In 2007/2008, Aureli began studying the colour of carrots. "Besides orange carrots, there are also purple, red, white and yellow varieties," explains Mr. Aureli. "Yellow carrots, for example, are rich in lutein, a

carotenoid which is known to reduce the risk of macula degeneration, while purple carrots contain anthocyanins, health-promoting antioxidants that can also be found in red wine." Today, Aureli covers the complete processing chain, from farming and harvesting to further processing through to bottling and packaging. The product range includes carrots in all kinds of forms, textures and packaging formats: carrot purees and concentrates for industrial juice production, fresh products such as fresh-cut carrots, baby carrots, Julienne carrots, carrot sticks and carrot slices in trays and bags, a wide selection of retail products including juices, from pure carrot juice to combinations with apple, banana, pineapple, orange or blueberry juice, carrot flour for cake and pasta making, various pasta products such as corn carrot macaroni or carrot spaghetti as well as carrot bis-

cuits and preserves. All products are organically cultivated, of the highest quality and perfectly traceable to their origin. Aureli employs 220 people and has a turnover of 15 million EUR. The export share is 50% with the main international markets being the USA, Canada, the Far East, the Arabian Peninsula and Germany, Austria, France, Spain and the Netherlands in Europe. Aureli is very innovative and constantly developing new carrot-based products. The latest include the 'colourful carrots of well-being' in yellow or purple, natural colourings for sweets, pasta and bread as well as sugar-beet purees as an alternative to industrially processed sugar. "We aim to create products with an added value, products that are rich in vitamins and serve as an ingredient for a wide range of food processing applications," concludes Mr. Aureli. ■



Aureli purple carrot juice contains anthocyanins, health-promoting antioxidants that can also be found in red wine

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