

Inspired by the **Purity** of Nature

Switching to 100% sunflower oil on speciality products



Share our passion for potatoes



**Leading the way with the first
complete speciality product range
prepared with
100% sunflower oil**



Our conviction

The Aviko philosophy rests on three strong pillars:

- Inspiration makes the difference
- Understanding your business
- Trust and responsibility

As the market leader we take our responsibility to our customers, suppliers and employees very seriously, particularly on consumer health and sustainability.

Therefore Aviko has long provided a wide range of healthy options and is now making another step in the right direction by switching to pure sunflower oil in the pre-frying of frozen potatoes. Sunflower oil is a much healthier option, containing only 12% saturated fat, compared to 50% in commonly used palm oil. And there's no need to compromise on flavour – potatoes fried in sunflower oil still give the same genuine, delicious taste.

Responsibility

When purchasing sunflower oils, Aviko respects the need to use sustainable farming of the highest quality, by working with reliable European suppliers.

Leading the way

The switch to 100% sunflower oil will begin in January 2011 covering Aviko's entire range of speciality products. Aviko will be the first in foodservice to provide the whole of Europe with frozen potatoes using pure sunflower oil.



Sustainability

Size that you can trust

- Europe's leading supplier of potato products
- A subsidiary of Royal Cosun with annual sales of €1.75 billion
- Over 1,600 qualified employees
- More than 1.7 million tonnes of potatoes processed each year
- Working with over 2,000 selected growers





Naturally the better alternative

Good for you

Sunflower oil is a valuable natural product that makes an important contribution to a healthy balanced diet. Saturated fatty acids are one of the biggest danger foods by increasing bad cholesterol in our blood, which can cause coronary heart disease. Currently the average person in Europe consumes a much higher level of saturated fat than the recommended daily amount.

By switching to sunflower oil, which contains only 12% saturated fat, Aviko is taking steps to help create a healthier Europe.



Health

From fat to oil: the consequences

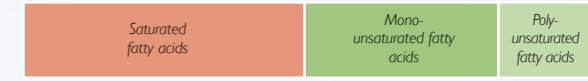
At first glance, it may seem that our products fried in 100% sunflower oil have a more fatty appearance. However, this is down to the high content of unsaturated fat, which means it remains liquid at a very low temperature. Even at -18°C, the temperature of Aviko's frozen products, sunflower oil is liquid, whereas palm oil is solid at low temperatures.

The total fat content is the same as that of palm oil, but the proportion of saturated fat to unsaturated fat decreases when frying in sunflower oil. The slight film of grease will disappear completely after preparation and independent testers have confirmed that potatoes fried in sunflower oil look and taste better.

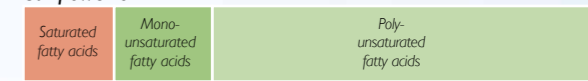


Fatty acid content

Palm oil



Sunflower oil



Pleasure



Be inspired to pure pleasure

Pure sunflower oil = added value

Modern consumers are paying more attention to healthy products that are nutritionally balanced. Frying our potatoes in 100% sunflower oil makes Aviko a responsible provider, fulfilling today's dietary recommendations and creating real added value for sustainable customer loyalty.

Content of saturated fat in Aviko's Hashbrown Rounds (per 100g/2 pieces)

Pre-fried in	Cooked in	Total fat content	Saturated fat content
Palm oil	Palm oil	11.5g	5.8g
Palm oil	Liquid cooking oil	11.5g	4.1g
Palm oil	Oven	6.0g	3.0g
Sunflower oil	Palm oil	11.5g	2.6g
Sunflower oil	Sunflower oil	11.5g	1.4g
Sunflower oil	Oven	6.0g	0.7g

And the health benefits for your customers increase even further if you also use sunflower oil for frying or even better, oven cooking, as the calculations above clearly show.

Value

Test results

The fat content is based on pure, unmixed oils. If you mix the oils and cook many of our sunflower products in palm oil, it remains liquid and therefore decreases the proportion of saturated fat.

However, this has no effect on the properties of the fat. Careful tests have shown that there are no consequences to mixing different types of oil and it will last just as long. But whatever oil you use, it is important to change it on a regular basis.

Aviko specialities with sunflower oil give you all the high convenience benefits at the same time as providing a much healthier option.



Convenience



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