



RICE

OUR WORLD,
OUR PASSION.

**OUR
BRANDS**

www.novarroz.pt



Novarroz
Produtos Alimentares, S.A.

Our
Brands



Camolino Rice



Medium Grain



Long Grain



Short Grain



Arborio Rice



Tosya Rice



Sushi Rice



Round Rice



Parboiled



Jasmin



Basmati



Brown Rice



Brown Parboiled



Puntal



Basmati 1121



Basmati & Wild Rice Blend



Baldo



Baby Food Rice



Brokens sortexed



Novarroz
Produtos Alimentares, S.A.

Our
Brands

OUR BRANDS
NOS MARQUES
علاماتنا التجارية





OUR HISTORY

NOTRE HISTOIRE

انخيرات

More than the story of a business, Novarroz is the story of our family's passion.

Our journey began in the sixties, in a small water mill by the river.

Those were different times – the traditional processes from then can't compare to nowadays's technology. But the difficulties were not enough to stop our passion.

Our efforts finally came to fruition in the year of 1979, the year of our founding.

Now, fifty years gone by, already four generations have gone through Novarroz. Each one has brought renewed energy and insight to our journey.

We've learned. We've innovated. We've improved. Rice, in all its phases, has no secrets to us.

This is our legacy, that we share with farmers, partners, clients and consumers.

It's not just a business. It's our world. Our journey. Our fight. Our endeavour.

Rice is our passion.

Plus que l'histoire d'une entreprise, Novarroz est l'histoire de la passion de notre famille.

Notre voyage a commencé dans les années soixante, dans un petit moulin à eau au bord de la rivière.

Ces temps étaient différents - les processus traditionnels d'alors ne peuvent pas être comparés aux technologies actuelles. Mais les difficultés ne suffisaient pas pour arrêter notre passion.

Nos efforts ont finalement abouti en 1979, l'année de notre fondation.

Maintenant, cela fait cinquante ans déjà et quatre générations ont traversé Novarroz. Chacune a apporté son énergie et sa perspicacité à notre parcours.

Nous avons appris. Nous avons innové. Nous nous sommes améliorés Le riz, dans toutes ses phases, n'a pas de secret pour nous.

C'est notre héritage que nous partageons avec les agriculteurs, les clients et les consommateurs.

Ce n'est pas juste une entreprise. c'est notre monde Notre voyage. Notre combat Notre effort.

Le riz est notre passion.

إن Novarroz لاتعتبر أكثر من تاريخ شركة فحسب، بل هي قصة عشق لعائلتنا

بدأ مشوارنا في الستينات، في طاحونة مائية، على جانب النهر

كانت تلك الأوقات مختلفة - ولا يمكن مقارنة العمليات التقليدية لذلك الوقت بتكنولوجيات اليوم، ولكن الصعوبات التي واجهناها لم تكن كافية لتحطيم هذا العشق

واخيرا، تحققت جهودنا المبذولة بتأسيس شركة في عام 1979.

بعد مرور خمسين عاما على الشركة، فقد مرت، اليوم، أربعة أجيال عليها، وكل واحد منها سخر طاقاته بنظرة ثاقبة في مسار الشركة

لقد تعلمنا، وطورنا، وقمنا بتحسين الأرز في مراحلها، وليست هناك أي أسرار يمكن أن تختفي علينا

هذا هو تراثنا، ونحن نتشاركه مع المزارعين والعملاء والمستهلكين

إنها ليست مجرد مشروع تجاري فحسب. بل هو عالمنا، هي رحلتنا، هي معركتنا، وهي محط بذل وتسخير جميع جهودنا

الأرز هو عشقنا وشغفنا.



MISSION & VISION

MISSION ET VISION

المهمة والرؤية

Mission & Vision

Our mission has been the same ever since we first started: to deliver to our final clients' table the best rice in the market.

As for our vision, it is to be known internationally as a trustworthy symbol of quality.

Mission et Vision

Notre mission est la même depuis nos débuts: livrer à la table de nos clients finaux le meilleur riz du marché.

Quant à notre vision, elle doit être reconnue internationalement comme un symbole de qualité digne de confiance.

المنهجية

رسالتنا كانت ولا تزال كما هي منذ بدايتنا: وهي تقديم أفضل أنواع الأرز في السوق على موائد عملائنا النهائيين. بينما تتركز رؤيتنا، على وجوب الاعتراف بنا دولياً كرمز لنوعية وجودة موثوق بها.





Novarroz
Produtos Alimentares, S.A.

Our
Brands



+65
COUNTRIES

Pays
البلدان

+20
RICE VARIETIES

Variétés de riz
أنواع الأرز



Novarroz
Produtos Alimentares, S.A.

Our
Brands

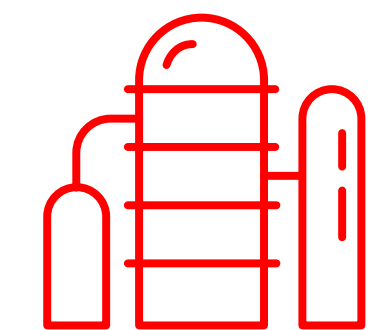
PRODUCTION

PRODUCTION

الإنتاج

2
MILLING
LINES

Lignes de fraissage
خطوط الطحن



25
TONS PER
HOUR

Tonnes par heure
طن في الساعة

600
TONS PER
DAY

Tonnes par jour
طن في اليوم

70.000
TONS

NEW

CERTIFICATIONS

CERTIFICATIONS

الشهادات





Novarroz
Produtos Alimentares, S.A.

Our
Brands

+10 PACKAGING OPTIONS

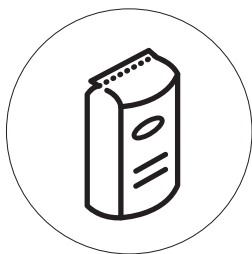
options d’emballage
خيارات التعبئة والتغليف



1Kg
Paper bag



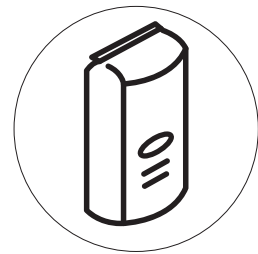
500g



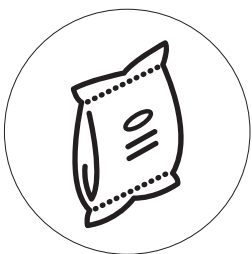
1Kg



1Kg
Pillow Bag



2Kg



5Kg



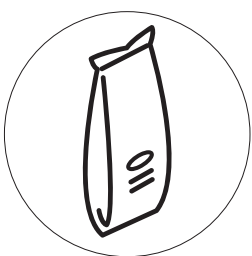
10Kg



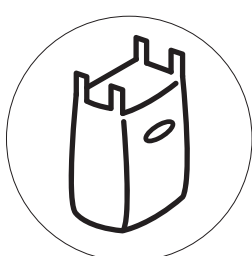
20Kg



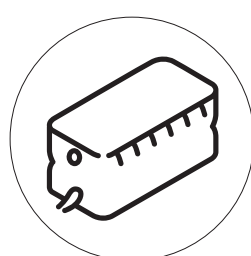
25Kg



50Kg



1000Kg



25ton
Liner bag







Novarroz
Produtos Alimentares, S.A.

Our
Brands



Available varieties

- Medium grain rice
- Long grain rice
- Whole grain rice
- Basmati rice
- Arborio rice
- Parboiled rice
- Round grain rice

Available formats:

- 1Kg
Pillow Bag
- 5Kg*
Pillow Bag
- 10Kg**
- 25Kg **

* Only for Medium grain and Long grain rice.
** Only for Medium grain rice.

EN

Louro brand is composed of a wide range of rice products and rice varieties: from the more traditional varieties like the long grain, medium, parboiled or brown rice, to the more exotic like Basmati and Jasmin rice.

FR

La marque Louro comprend une grande diversité de produits de riz et de variétés de riz: des variétés les plus traditionnelles comme le grain long, moyen, étuvé ou complet, aux plus exotiques comme le riz Basmati et Jasmin.

AR

تقدم العلامة التجارية "لورو" مجموعة كاملة من منتجات وأصناف الأرز المتنوعة، بدءا من الأصناف التقليدية، كـأرز "كارولينو"، الحبة الطويلة والأرز المبخر والكامل، وصولا إلى الأنواع الأجنبية مثل أرز "بسمتي" و"ياسمين".

Nutritional claims:

-
-
-





Novarroz
Produtos Alimentares, S.A.

Our
Brands



Available varieties

Jasmin rice
Sushi rice

Basmati rice
Round Rice

Available formats:



* Only for Medium grain and Long grain rice.
** Only for Medium grain rice.

Nutritional claims:



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SPECIALTIES



Novarroz
Produtos Alimentares, S.A.

Our
Brands



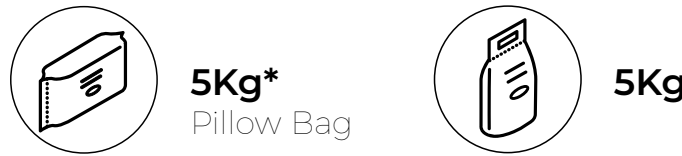
Available varieties

Medium grain rice
Long grain rice
Tosya rice

Arborio rice
Parboiled rice

Basmati rice
Jasmin rice

Available formats:



* Only for Medium grain and Long grain rice.

Nutritional claims:



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FOOD SERVICE



Novarroz
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Our
Brands



Available varieties

Quinoa, lentils, red beans, corn and tofu
Wheat, tomato and basil
Beans rice
Mediterranean rice
Vegetables rice
Bulgur, lentils, barley, tomato and olives

Available formats:



* Only for Medium grain and Long grain rice.

EN

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READY TO EAT

Oriente





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Produtos Alimentares, S.A.

Our
Brands

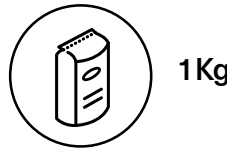
Oriente

Available varieties

Basmati rice
Carolino rice
Brown rice
Basmati Super Long

Thai Jasmine
Sushi rice
Whole grain rice
Long grain rice

Available formats:



1Kg

Nutritional claims:



EN

Oriente was born is the 1980's to bring new flavours recognized for their excellence, diversity of textures, aromas and innovative combinations. Oriente only looks for the best foods in terms of appearance, taste and nutritional quality, to offer a unique tasteful experience.

FR

Oriente est né dans les années 1980 pour apporter de nouvelles saveurs de riz reconnues pour leur excellence, la diversité de leurs textures, leurs arômes et leurs combinaisons innovantes. Nous ne recherchons que les meilleurs aliments en termes d'apparence, de goût et de qualité nutritionnelle, pour offrir une expérience gustative unique.





Novarroz
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Our
Brands

Oriente

Available varieties

- Long grain rice
- Jasmin rice
- Sushi rice

- Basmati rice
- Parboiled rice

Available formats:



Nutritional claims:



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500gr

3Kg



2Kg



Novarroz
Produtos Alimentares, S.A.

Our
Brands

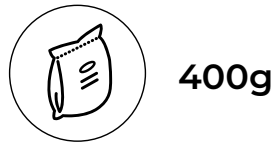


Available varieties

White Quinoa

Quinoa Mix

Available formats:



Nutritional claims:



EN

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QUINOAS

MEDIUM GRAIN





Novarroz
Produtos Alimentares, S.A.

Our
Brands



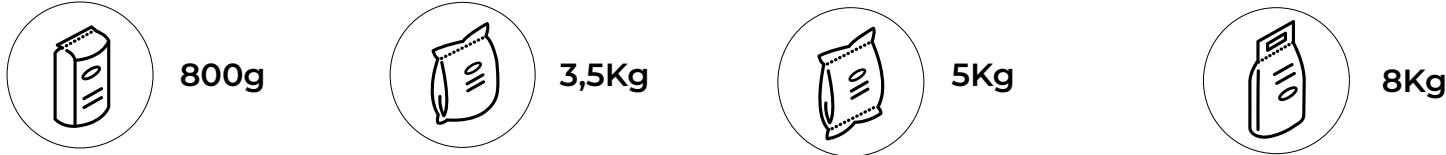
Available varieties

Medium grain
camolino rice

Nutritional claims:



Available formats:



EN
Louro is an internationally recognized brand of premium grade camolino rice. We carefully select the finest grains of our medium grain Portuguese variety: the Carolino rice. With a homogeneous colour and crystal appearance, our medium grain camolino rice is unique in taste and texture.

FR
Louro est une marque internationalement reconnue de riz camolino de première qualité. Nous sélectionnons avec soin les meilleurs grains de la variété portugaise de grain moyen: le riz Carolino. Avec une couleur homogène et l'apparence de cristaux, notre riz camolino est unique dans le goût et la texture.

AR
لورو هي علامة تجارية معترف بها دوليا للدرجة الأولى من الأرز كامولينو. نختار بعناية أجود أنواع الحبوب من الحبوب المتوسطة البرتغالية المتنوعة: الأرز كارولينو. باللون المتجانس والمظهر الكريستالي، فإن حبوبنا المتوسطة من أرز كامولينو تعتبر فريدة من نوعها بمذاقها ولمسها.





Novarroz
Produtos Alimentares, S.A.

Our
Brands

ORIENTE®

MEDIUM GRAIN

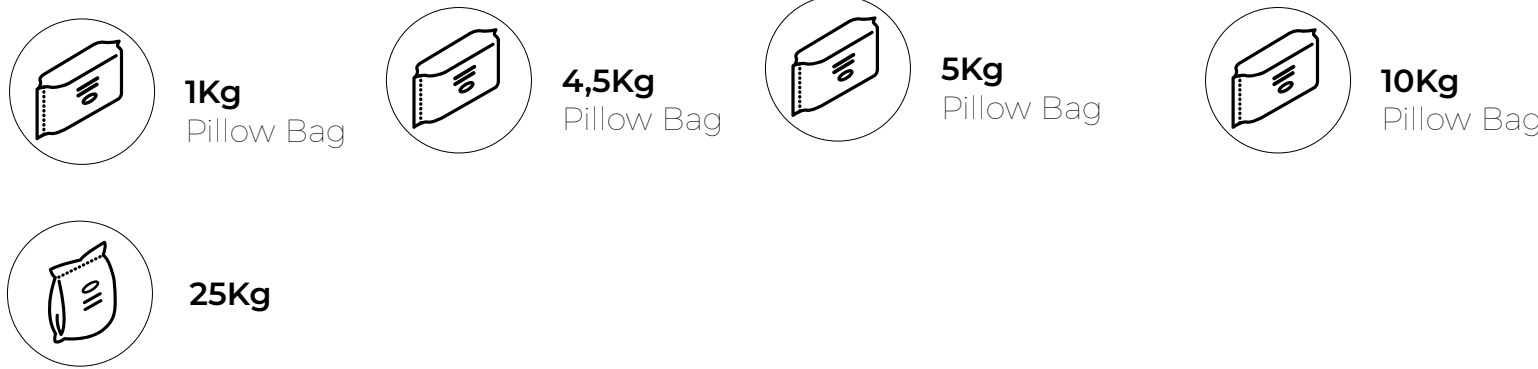
Available varieties

Medium grain
rice

Nutritional claims:



Available formats:



EN
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FR
Oriente est une marque internationalement reconnue de riz camolino de première qualité. Avec une couleur homogène et l'apparence de cristaux, notre riz camolino est unique dans le goût et la texture.

AR
أرز عالي الجودة ذو حبة متوسطة من البرتغال.
بلون متجانس ومظهر بلوري، أرزنا، ذو الحبة المتوسطة، فريد من نوعه في الطعم والملمس.





Novarroz
Produtos Alimentares, S.A.

Our
Brands



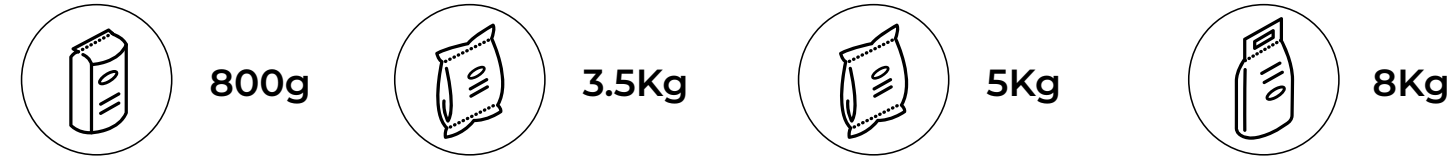
Available varieties

Medium grain
camolino rice

Nutritional claims:



Available formats:



EN

Novarroz brand perfectly reflects the company's mission: to deliver the finest quality rice to our consumers. Our premium camolino rice is achieved after a careful selection of the finest grains of our Portuguese medium grain variety: the Carolino rice. It goes through a thorough milling process to achieve consistency in color and size, as well as the characteristic crystal appearance.

FR

La marque Novarroz reflète parfaitement notre mission: de livrer du riz de la plus haute qualité à nos cosommateurs. Notre riz camolino est obtenue après une sélection rigoureuse des meilleurs grains de la variété portugaise de grain moyen: le riz Carolino. Le riz passe par un traitement rigoureuse por assurer la cohérence de couleur et de taille, ainsi que l'aspect cristalline caractéristique.

AR

نوفاروز العلامة التجارية تعكس تماما مهمة الشركة في تقديم أجود أنواع الأرز للمستهلكين. إن أرز كامولينو للدرجة الاولى يصل إلينا بعد التدقيق في أرقى أنواع الحبوب المتوسطة المختلفة البرتغالية من أرز كارولينو. يمر تصنيع الأرز عبر عملية طحن دقيق لتحقيق الاتساق في اللون والحجم، فضلا عن ظهور بلورة مميزة. أرز ذو مذاق وملمس فريد من نوعه.





Sushi Rice

A trip into the Oriental Cuisine
through our brands





Novarroz
Produtos Alimentares, S.A.

Our
Brands



Available varieties
Calrose rice
Koshihikari

Available formats:



EN
We have selected, through the seeds that have proved to offer the best results. A Premium seed of medium grain rice, Midori is perfect for sushi, as the grains are soft, stick together after cooking and soak up the flavours from other ingredients.



About 12 years ago, with sushi growth in Europe, we started to have special selected varieties, in addition to our medium grain and long grain types. Through high quality standards, a rich past in sushi varieties, with a consolidated range of brands from mass market to premium, Novarroz has achieved a steady growth in the most demanding markets in Europe, such as Nordic and Baltic Countries, Uk and Germany. Also we highlight the quality consistency and our certifications IFS BRC.

- 2010 Sushi Rice Launch
- 2014 Oriente Brand
- 2016 Premium Brand Calrose & Koshihikari
- 2022 Shiro Extension
- 2023 Paper Packaging



Novarroz
Produtos Alimentares, S.A.

Our
Brands

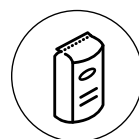
SHIRO

シロ

Available varieties

Calrose rice
Koshihikari
Selenio
Poke Bowl

Available formats:



800g



1Kg



10Kg



20Kg

EN - Calrose Rice

Calrose Rice is a premium variety of medium grain rice from California, USA. It is ideal for sushi, as the grains are soft and stick together after cooking, and absorb the flavours from other ingredients.

EN - Koshihikari

Koshihikari rice uses a rice variety that is originally from Japan, Koshihikari rice. With a short and rounded grain, this variety offers an excellent consistency after cooking, which makes it ideal for the preparation of authentic Japanese dishes.





SATOSAKURA®

Available varieties

Koshihikari
Calrose Medium grain

Available formats:



EN

Calrose is a medium grain, with smooth taste, glossy color and a sticky texture. With a mild flavour, it can absorb the flavours of seasonings and ingredients. It is especially suitable for sushi as well as other oriental dishes. It can also be used in soups and desserts given its ability to withstand cooking.

Koshihikari, a round and short grain white rice with smooth taste and pearly color, is used to prepare many dishes of Japanese cuisine, especially suitable for sushi as well as oriental cuisine. It can also be used in soups and desserts given its ability to withstand cooking.





Novarroz
Produtos Alimentares, S.A.

Our
Brands



Available varieties

Jasmine rice

Long grain rice

Brisure rice

Available formats:



1Kg



5Kg



25Kg

EN

Julietta Dragon Fortune brand has three rice variety options, adopting a combination of traditional and high-tech planting and production methods. The grain's appearance is beautiful with crystal clear and white color. The cooked rice has a moderately soft and hard texture, with a good taste and a rich fragrance.





Novarroz
Produtos Alimentares, S.A.

Our
Brands

JULIETTA
RISO ARBORIO RICE



Available formats:

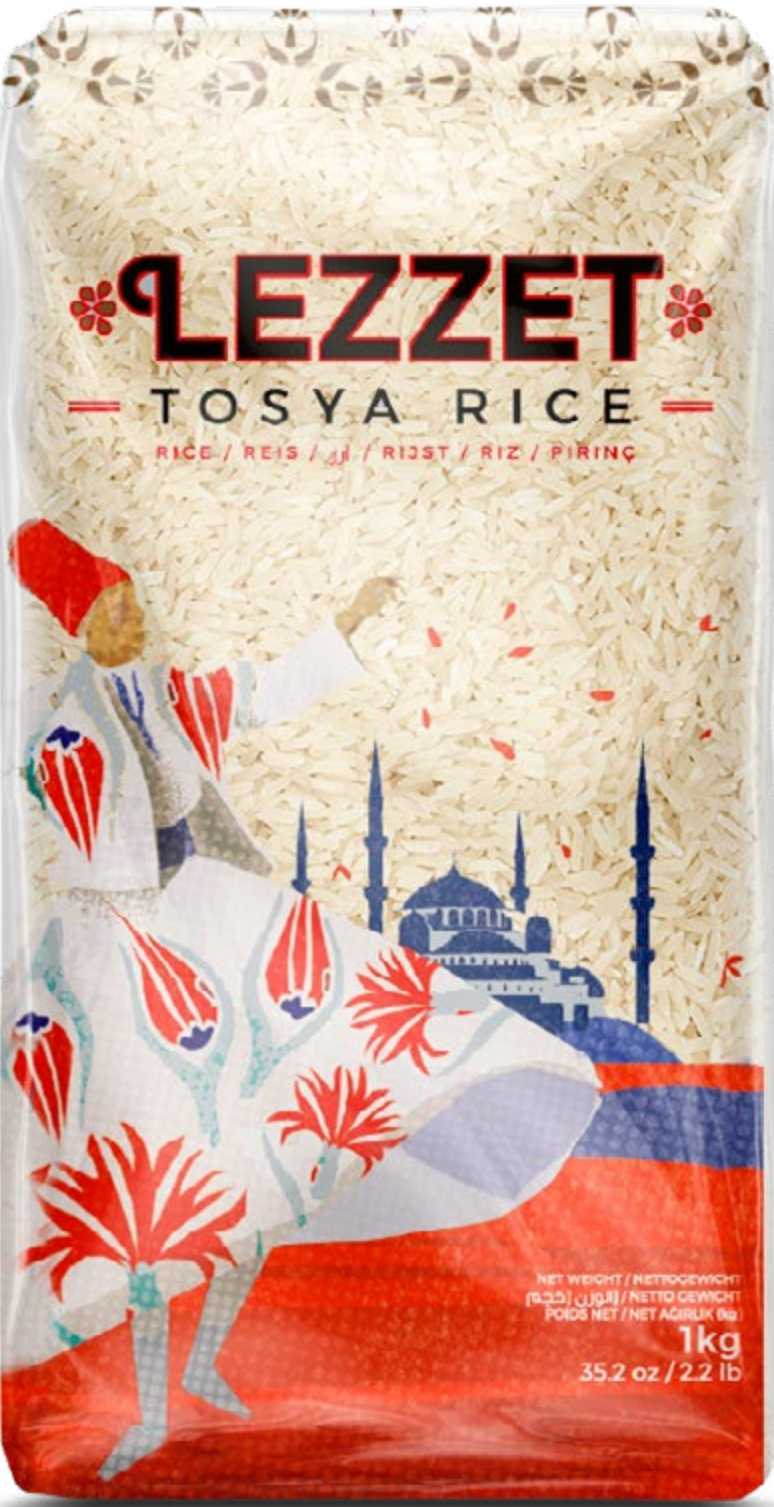


1Kg

EN

Julietta Arborio Rice is the result of the finest selection of Arborio rice varieties. It all starts in our Mediterranean tempered fields, where the balance between hot days and mild nights allows the rice to grow and develop its creamy taste, subtle aroma, and strong character and consistency. After the milling process, the rice goes through a fine and careful selection, to make sure that only the premium quality grains make it to our beautifully designed packaging.

LEZZET
TOSYA RICE



Available formats:



1Kg

EN

LEZZET rice is perfect for absorbing the flavors and aromas of spices. When cooked, the grains are soft and separate. Ideal for the preparation of rice Pilafs and other Turkish traditional rice dishes.



Novarroz
Produtos Alimentares, S.A.

Our
Brands



Available varieties
Long grain rice
Medium grain rice

Available formats:





Novarroz
Produtos Alimentares, S.A.

Our
Brands

COZINHA
VELHA

Available varieties
Long grain rice
Parboiled rice

Available formats:

 1Kg

 3Kg

 5Kg

 25Kg





Rice is our passion.



UNIÃO EUROPEIA
Fundo Europeu
de Desenvolvimento Regional

NOVARROZ - Produtos Alimentares S.A.
Rua da Moura, 43, Adaes
3720-581 UL - Ol. de Azemeis, Portugal

(T) +351 256 690 010
(F) +351 256 690 011

info@novarroz.pt
www.novarroz.pt