



SINCE 1979



Sushi Rice Catalogue

A trip into the Oriental Cuisine
through our brands





Our Story

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.



We continuously monitor market trends, service, product quality, range and delivery to ensure we support our customers.



SHIRO

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Whether you're a professional chef seeking the texture for sushi or looking for wholesale-priced sushi rice for your supermarket, we offer highly premium varieties at wide range of package formats.



Calrose is a medium grain, with smooth taste, glossy colour and a sticky texture. With a mild flavour, it can absorb the flavour of seasonings and ingredients 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.

Formats Available



Cooking Time



14-19 min.

Just pure mouth watering rice!



SMOOTH
TASTE

GLOSSY
COLOUR

STICKY
TEXTURE



Koshihikari, a round and short grain white rice with smooth taste and pearly colour, 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.

Formats Available



1 Kg



10 Kg



20 Kg

Cooking Time



14-19 min.

It tastes so good!



**SMOOTH
TASTE**

**PEARLY
COLOUR**

**SHORT
GRAIN**

This rice features a smooth texture and a beautiful pearly colour, making it the ideal choice for preparing delicious sushi and poke bowls. Its unique qualities make it versatile enough to enhance a variety of dishes, including soups and desserts, thanks to its ability to hold up beautifully during cooking.

Formats Available



500 g



1 Kg



10 Kg

Cooking Time



14-19 min.

For the best poke recipes!



Full of flavour!



SMOOTH
TASTE

GLOSSY
COLOUR

STICKY
TEXTURE



Round and short grain white rice with smooth taste and crystalline colour. It is perfect for detailed short sushi pieces and other dishes of oriental cuisine, such as pokes, desserts and soups.

Formats Available



500 g



1 Kg



10 Kg



20 Kg

Cooking Time



14-19 min.



Tastes like heaven!



**SMOOTH
TASTE**

**CRISTAL
COLOUR**

**PREMIUM
QUALITY**





Sushi preparation requires a very specific and high-quality type if we aim to achieve perfect results. We have implemented thorough tests and selected the varieties that have proved to offer the best results. The ideal shape and size for making sushi and is soft cooking, making it a great option to Asian recipes.

Formats Available



1 Kg



5 Kg



10 Kg



20 Kg

Cooking Time



14-19 min.

Pure flavour for best recipes



IDEAL SHAPE
& SIZE

SOFT
COOKING

STICKY
TEXTURE





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.





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Formats Available



10 Kg



20 Kg

Cooking Time



14-19 min.

Slight stickiness & Excellent consistency





SATOSAKURA®
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Formats Available



1 Kg



5 Kg



10 Kg



20 Kg

Cooking Time



14-19 min.





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Rice is our passion



www.novarroz.pt

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