

novarroz®

RICE

OUR WORLD,
OUR PASSION.



novarroz®



OUR HISTORY

ABOUT US

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

Our journey began in the 60's, in a small water mill by the river.

Those were different times – the traditional processes from then can't compare to nowadays 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, 50 years later, four generations have already 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.



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OUR HISTORY

OUR MISSION

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

Our vision it is to be known, internationally, as a trustworthy symbol of quality.





OUR HISTORY

CHRONOLOGY

1979

Foundation of the company

1999

Saludães was acquired by
SOS Arana Group and the
Coelho Family

2011

Acquisition of the SOS Arana's share in the Coelho family, which now
holds 100% of the capital. Change of corporate name to

Novarroz – Produtos Alimentares S.A.

2014

Complete recovery of the
water mill

2016

Distinction for the FAZEMOS
BEM Award

2021

Prize BEST EXPORTER (AICEP)
“Melhor PME Exportadora”

2022

Prize SUSTAINABLE FARMING

novarroz®

OUR NUMBERS

PRODUCTION AND STORAGE



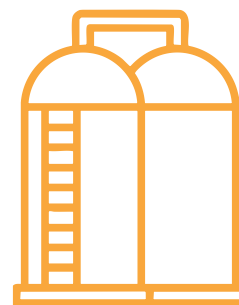
2

MILLING LINES



600

TONNES PER DAY



120

THOUSAND TONNES
RICE MILLING



74

THOUSAND TONNES
STORAGE



OUR PRODUCTS

PRODUCT RAGE



Carolino Rice



Medium Grain



Long Grain



Short Grain



Arborio Rice



Tosya Rice



Sushi Rice



Round Rice



Parboiled



Jasmin



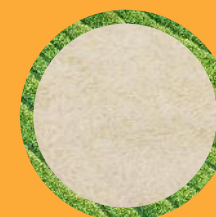
Basmati



Brown Rice



Brown Parboiled



Puntal



Basmati 1121



Basmati & Wild Rice



Baldo



Baby Food Rice



By-Products

novarroz®



RICE & RICE BROKENS

ORGANIC



Organic Rice

We offer Organic rice, from both Indica and Japonica varieties.

Our organic rice is sourced from certified Organic farmers, with whom we work closely and monitor all the cultivation phases.

Our rice has the European Organic certification.

Fields, drying facilities and mill, are all audited and certified.

Organic & Baby Food Quality Rice

We have rice that is both from Organic agriculture, and also low in heavy metals, which makes it suitable for the Baby Food industry.

Rice brokens

Rice brokens are grains “broken” during the rice milling process.

Smaller in size, they can be used for human or animal feeding, and the taste is the same as the white grains.

At Novarroz we offer a wide range of rice brokens, from different types of rice, origins and grades.



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RICE

BABY FOOD



R&D AGRICULTURE

Selected varieties - Novarroz has partnerships with seeds companies in order to select the most adequate variety according to the high demanding standards of this industry, particularly for the heavy metals (As, Cd and Pb).



REGIONS & FARMERS

We analyze water (physical-chemical analysis) and soil in order to control all the variables to the plant. We select areas according to our very demanding historic of analysis (heavy metals, pesticides and mycotoxins), following Baby Food requirements. There is a positive list of pesticides approved by NOVARROZ for total control according to our expertise.

We select farmers according to their historic of analysis, and with a high demanding control on farmers' spray plan. This is made by Novarroz technicians and by 3rd part/external inspection.



DRYING & STORAGE

Total control of the drying process and segregated storage for Baby Food rice.



OUR NUMBERS

PACKAGING

Wide offer for different channels, segments and geographies.



500g



1Kg



1Kg
Paper Bag



1Kg
Pillow Bag



2Kg



3Kg



5Kg



10Kg



20Kg



25Kg



50Kg



1000Kg



25Ton
Liner Bag

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OUR NUMBERS

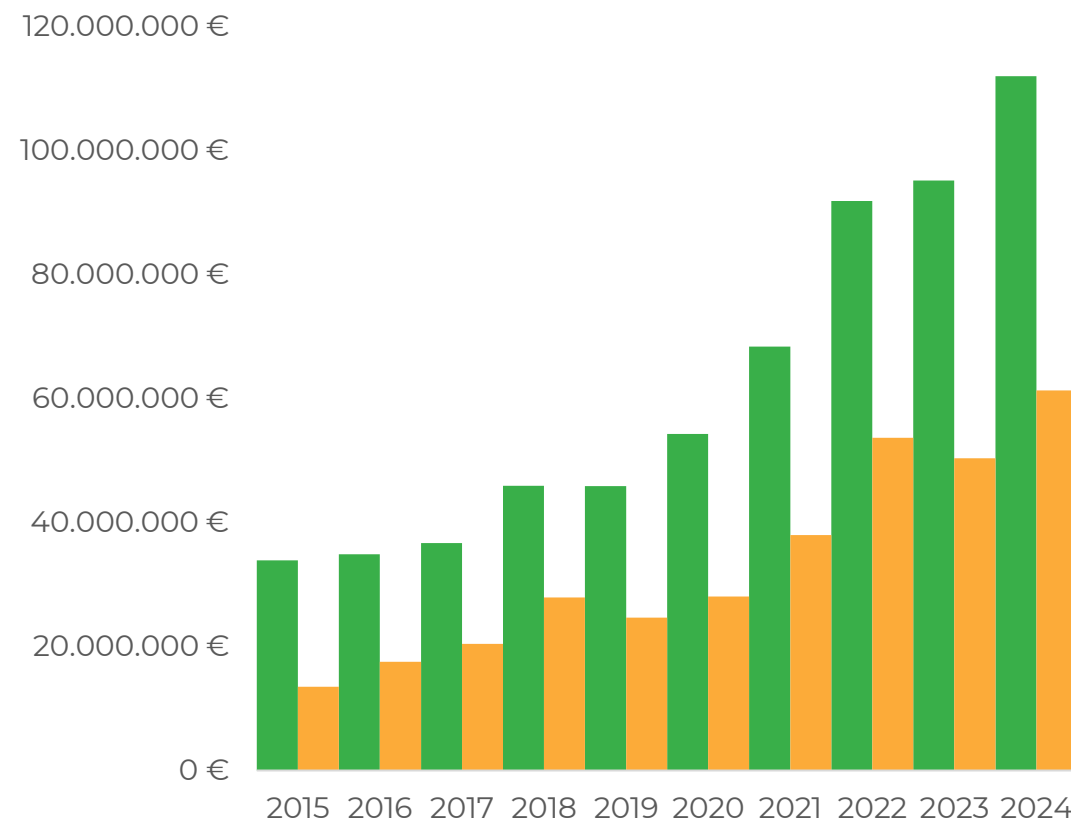
SALES



112 MILLION



**94 THOUSAND
TONNES**



● Novarroz

● Export



OUR NUMBERS

EXPORT



+65 COUNTRIES

+20 VARIETIES

+56 THOUSAND
TONNES



novarroz®

CLIENTS

Trusted by leading food companies, retailers, and foodservice industries.

SEIT 1969
Bauck
Mühle

WHITE & GREEN

cn congelados
de navarra

Fazer

beneo
connecting nutrition and health

pingo doce
sabe bem pagar tão pouco

Carrefour
كارفور



CONTINENTE

müller

METRO

ALDI

Sunval Baby Food

EROSKI

b&m

Dailycer
FRANCE

Arla

carrefour

Lulu

interquell

PROZISO
Exceed yourself!

Ruchon

TASTIC
Perfect. Every time.

Sysco

lcampo

العشيم
Othaim

babybio
organic

Intermarché

TOP'S
FOODS

Cerealis

colruyt
meilleurs prix

SPAR

Bidfood

novarroz®

MARKETS

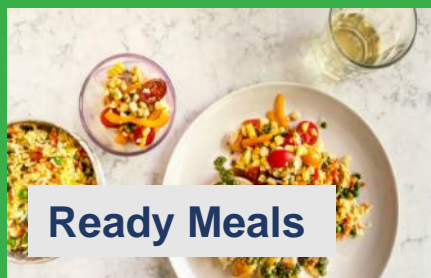
Plant Based Drinks



Bakery



Ready Meals



Beer



Snacks



Pasta & Noodles



Desserts



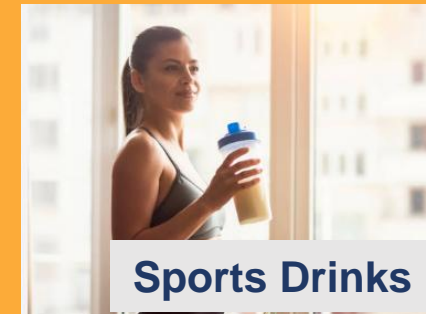
Ingredients



Pet Food



Sports Drinks



Breakfast Cereals



Milk Desserts



Baby Foods



Biscuits





CLIENTS

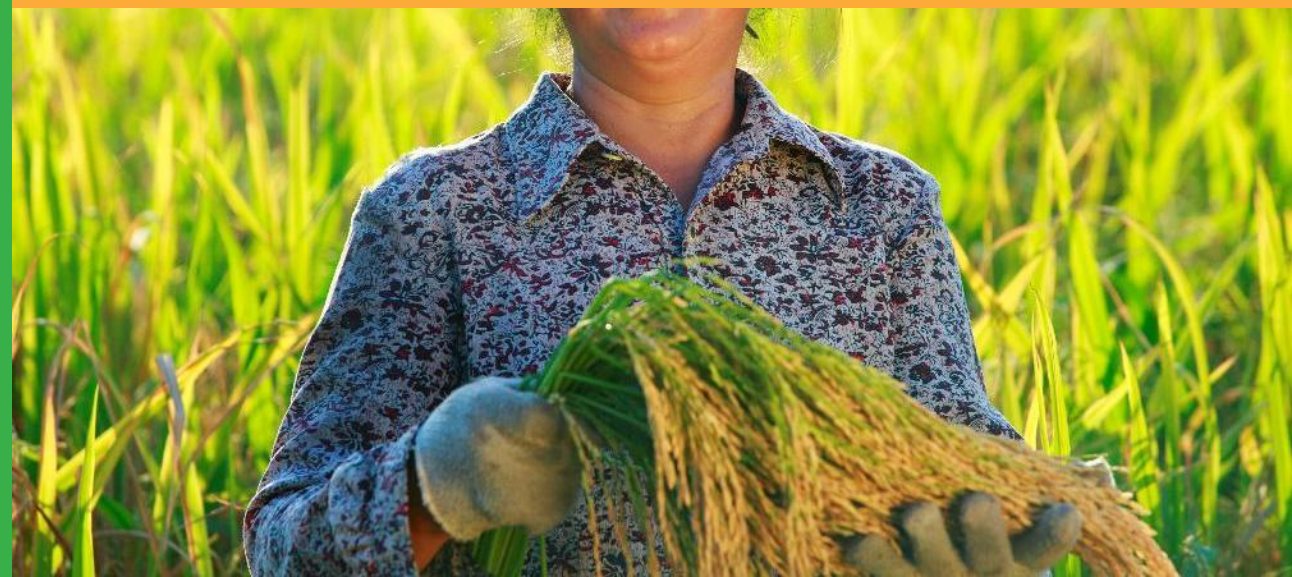
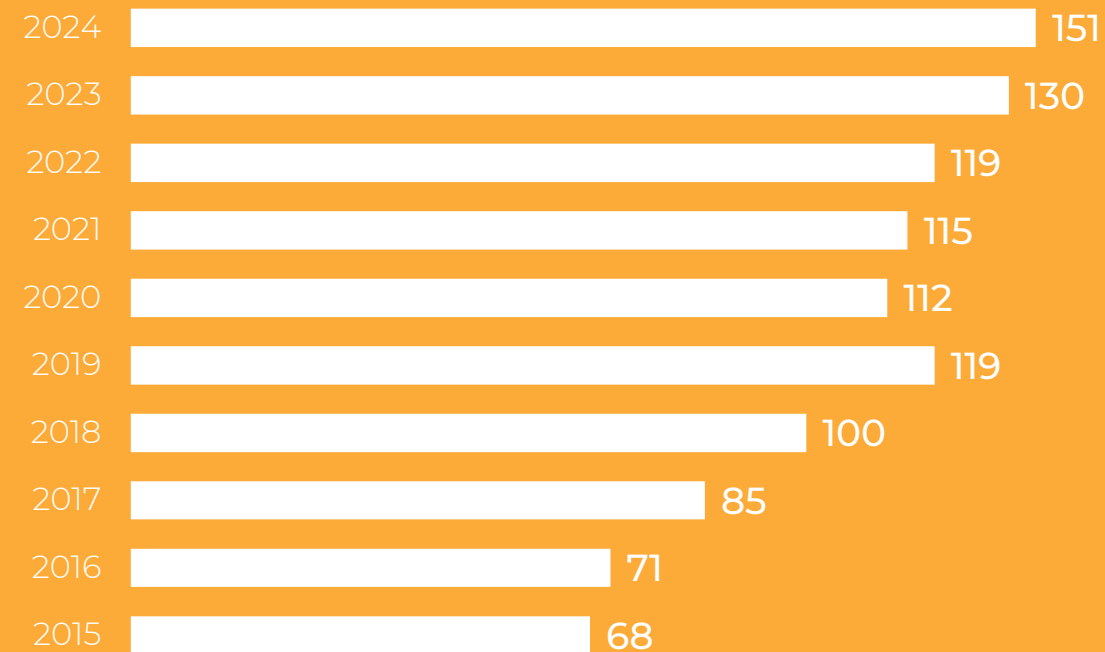
Trusted by leading food companies, retailers, and foodservice industries.



OUR NUMBERS

HUMAN RESOURCES

2014-2024





OUR VALUES

MANAGEMENT MODEL



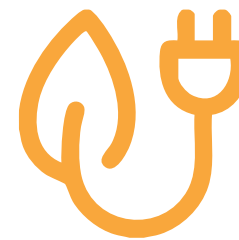
Focus on customers
and market



Quality assurance and
food safety



Respect for the
environment



Reduction of
consumption and energy
costs



Customer orientation



Collaboration and
Commitment



Health protection and
promotion of safety at work



Continuous
improvement



Results-oriented



Ethics and legality

novarroz®

QUALITY

CERTIFICATIONS

BRC: Global Standard for Food Safety

This is achieved by complying with strict quality and food safety parameters.



SUSTAINABILITY

Another strategic vector relates to sustainability, and in this context, we emphasise the certification of organic rice.



KOSHER AND HALAL

Also, our products are Kosher and Halal certified.





QUALITY

SUSTAINABILITY

PRIORITY AREAS FOR TRANSFORMATION

SUSTAINABLE
SOURCING OF RAW
MATERIALS

PRODUCTION OF
OUR PRODUCTS

1

2

4

3

WASTE REDUCTION AND
RESOURCE PROTECTION

EFFICIENCY
IMPROVEMENT

novarroz®



OUR VISION

MARKET TRENDS

BETTER FOR YOU

THE NEW PREMIUM

OBESITY AND DIABETES

SPORT

DIGESTIVE HEALTH + FIBER

IMMUNITY

MENTAL HEALTH

VEGAN / GLUTEN FREE

BETTER FOR US

DIVERSITY AND INCLUSION

SUSTAINABILITY

ORIGIN TRANSPARENCY

Genuine, coherent and honest in their communication

ECONOMIC AND SOCIAL

DEVELOPMENT

GLOBALIZATION

ADVENTUROUS CONSUMER

NEW WORLD

NEW VARIETIES

(FLAVORS AND TEXTURES)

PREMIUM & BUDGET

GROWING WEIGHT OF FAMILY PACKS

AND RETAILERS' BRANDS

INCREASING DEMAND OF PREMIUM

novarroz®



OUR VISION

MARKET TRENDS



FOOD SERVICE

CHANNELS: Restaurants, Hotel Chains, Delivery
Promotion and distribution in this sector as a quality endorser



CONVENIENCE

READY TO USE : Consumers have less time and need for more practical solutions (E.g., Marmitas)

PACKAGING : Solutions that increase ease of use and transportation.



NEW SEGMENTS & MOMENTS

Breakfast, Snacking, Dessert, Children and Seniors.



RETAIL-ONLINE & DELIVERY

Formats suitable for new online channels, delivery
Dispensers, Ready to Eat



PORTFOLIO

BRANDS





Founded in 1986, Louro returns with a new image and new flavors.

With quality, joy and unity, Louro comes to suggest tasty, fun and very nutritious moments.

As a family, for all ages, and at all times of the day.
A healthy, sustainable diet that values Portugal.
Easy and accessible food for everyone.

Whether in special moments or in everyday moments.





Oriente

PORTFOLIO





SHIRO

シロ

Whether you're a professional chef seeking the best rice for sushi or looking for your sushi experience at home, we offer highly premium varieties at wide range of package formats.



novarroz®

COZINHA VELHA

Cozinha Velha is a tribute to Portuguese cuisine, filled with stories and flavours that span generations. We draw inspiration from traditions, always in search of new tastes – because it is in the comfort of the familiar and traditional that we embrace the present and cook for the future. Our rice is crafted to make your recipes shine, keeping the soul of our cuisine alive – and reinventing it – grain by grain.

PORTFOLIO



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RICE

OUR WORLD,
OUR PASSION.

WWW.NOVARROZ.PT

