



aurora *fruit*
I COLORI DELLA SALUTE



Together we can rediscover the true taste of fruit!

Aurorafruit's growers have been working for years to select and grow the best varieties of strawberry and soft fruits, even if less productive, so that consumers can serve fruit that is not only great to look at, it is above all great to eat!



Quality guarantees

Aurorafruit's grower partners are all professional farms growing strawberries and soft fruits sticking to a precise quality procedure. Fruit is cultivated using integrated growing techniques, meaning plant protection is strictly regulated and the use of pesticides is reduced to a minimum. The growing principles applied here are aimed at achieving a significant reduction in the number of pesticides and increasing the quality of the fruit. 100% of our crops grow under rainproof tunnels to give the delicate fruit guaranteed protection against its main enemy, rainfall. Since the fruit is grown in a dry and protected environment, it is always picked at just the right time and without any signs of rot. Fruit is picked by hand and packaged in punnets directly on the farms. A produce tracking system guarantees information as to the origin of each punnet throughout the supply chain, from harvesting right through to the consumer's table. A further guarantee of the excellent quality offered by all of our growers is the fact that they all have GLOBALG.A.P. certification. An HACCP self-monitoring system is also in place for every stage of processing.



The cold chain

Immediate chilling of the fruit as soon as it is picked is the main and most important innovation behind the top quality standards that "aurorafruit" can offer. Every single grower has their own fast cooling system on the property. As soon as the fruit is picked, it is chilled using forced air systems that allow it to maintain all of its taste and aroma characteristics for several days and to reach the consumer looking and tasting as if it has just been picked.

From this moment, the cold chain is not interrupted; refrigerated lorries take the fruit to the logistics centre in Verona, where it is sorted and immediately dispatched to the customer. The entire chain of organisation works to achieve maximum efficiency so that, within a brief space of time, produce of only the highest quality reaches the end consumer.



Consorzio Piccoli Frutti s.r.l.

"Consorzio Piccoli Frutti" is a growers' consortium formed in 2008. The aim was to bring together the years of experience of a group of growers from the mountains of Trentino and the valleys of Verona under a single, top-quality trademark. Strawberries and other soft fruit are always grown in the most suitable climate to achieve the highest quality possible; produce harvesting begins in the Verona area in April and May, continuing through June to September, during the cool mountain summer of Trentino and ending in the autumn months of October and November in the mild autumn climate of Verona. This synergy in terms of area has allowed "aurora-fruit" to become a brand with guaranteed availability of top-quality strawberries and berry fruits from April to December. Our organisational structure and numerous international contacts mean that we can also offer a whole range of best-quality strawberries and soft fruits during the winter too, through a network of carefully selected suppliers.





To savour the taste of strawberries



Innovation is essential when it comes to varieties. The “aurorafruit” group is constantly researching varieties so as to continue to offer consumers only the very best. From our testing fields, where we annually assess every new variety and advanced selection from the main national and international research programmes, we have selected the most promising strawberries, above all for their shine and excellent flavour characteristics. Some of these are now being grown and are our available varieties for the summer period. The varieties and cross breeds we select have been chosen for growing in the mountain areas from June to September. These varieties have substantially boosted the conservation period and firmness of the fruit, as well as offering an appreciable flavour and high sugar content. The berries themselves are long and conical with an appealing red colour, firm flesh and exceptional shelf life. In the Verona area, research is ongoing to improve the already high quality standards of the original varieties grown, to adapt them to valley cultivation. These berries are harvested in April and May and then a second time in October and November. They are top-quality varieties that stand out for their characteristic aroma, high sugar content and excellent shelf life.

Produce

	Growing area	Retail brand
January	Southern Italy	External supplier
February	Southern Italy	External supplier
March	Southern Italy	External supplier
April	Verona	
May	Verona	
June	Trentino	
July	Trentino	
August	Trentino	
September	Trentino	
October	Verona	
November	Verona	
December	Southern Italy	External supplier

The synergy between the growing areas in Verona and Trentino mean that our strawberries are available from April through to November. To guarantee our regular customers an even better service, “aurorafruit” also works to provide produce of the highest quality in the winter months, working with accredited, carefully selected suppliers.

Packaging

Tray 30x40	8 punnets x 250 g	open
Tray 30x40	8 punnets x 250 g	with lid
Tray 30x40	8 punnets x 250 g	flow-pack
Tray 60x40	10 punnets x 500 g	open
Tray 60x40	10 punnets x 500 g	with lid
Tray 60x40	10 punnets x 500 g	flow-pack
Tray 60x40	12 punnets x 500 g	single layer with lid



To savour the taste of raspberries



The varieties we grow come from selections of cultivars and cross breeds from all over the world - sometimes exclusively cultivated and sold under the "aurorafruit" name - producing excellent quality fruits of good size, with a surprising shelf life.

Cultivation in ideal climates, with expertise in growing techniques and attention to the latest developments at international level, have led to the introduction of new reflowering varieties, making it possible to supply excellent-quality raspberries, constantly, from May through to November.

Produce

	Growing area	Retail brand
January	Spain	External supplier
February	Spain	External supplier
March	Spain	External supplier
April	Spain	External supplier
May	Verona	
June	Verona	
July	Trentino / Verona	
August	Trentino / Verona	
September	Trentino / Verona	
October	Verona	
November	Verona	
December	Spain	External supplier

Packaging

Tray 30x40	8 punnets x 125 g	open
Tray 30x40	8 punnets x 125 g	with lid
Tray 30x40	12 punnets x 125 g	with lid
Tray 30x40	8 punnets x 250 g	open
Tray 30x40	8 punnets x 250 g	with lid
Tray 60x40	10 punnets x 250 g	open
Tray 60x40	10 punnets x 250 g	with lid





To savour the taste of blackberries



The choice of variety is one of the most important aspects in growing blackberries, since it is no easy task to find a variety that is suited to cultivation while also possessing the best possible taste and aroma qualities. This marvellous fruit, with extremely high anti-oxidant content, risks being ignored by consumers who don't know it well enough. Those who have been lucky enough to taste a wild blackberry know all about the potential goodness of this fruit. The varieties grown by "aurorafruit" are the best available. The fact that there are three varieties, grown in two very different climates (the Veronese valleys and the mountains of Trentino), means that quality fruits are available from May to November. Careful research into types and numerous international contacts have allowed the "aurorafruit" group to preview the most promising new varieties and to assess them in our growing areas before choosing the ones most suited to the growing climate.

Produce

	Growing area	Retail brand
January	Mexico	External supplier
February	Mexico	External supplier
March	Mexico	External supplier
April	Spain	External supplier
May	Verona	
June	Verona	
July	Verona	
August	Trentino	
September	Trentino	
October	Verona	
November	Verona	External supplier
December	Mexico	

Packaging

Tray 30x40	8 punnets x 125 g	open
Tray 30x40	8 punnets x 125 g	with lid
Tray 30x40	12 punnets x 125 g	with lid
Tray 30x40	8 punnets x 250 g	open
Tray 30x40	8 punnets x 250 g	with lid
Tray 60x40	10 punnets x 250 g	open
Tray 60x40	10 punnets x 250 g	with lid





Captivated by the fragrance of blueberries



We are great believers in the potential of this marvellous fruit, both because of its recognised healthy qualities and its incredible flavour and aroma, which make it one of the tastiest and most popular fruits around. Its smooth blue colour makes it appealing to the eye and its tart yet sweet flavour and firm, crunchy flesh make it an extremely tasty fruit. The blueberry is without doubt one of the strong points of the "Consorzio Piccoli Frutti". A favourable climate, intensive research into varieties, and growing expertise mean that "aurorafruit" customers can enjoy blueberries of the highest quality from June to November. The best early varieties ripen in Verona in the period late May-June, while the very late varieties are harvested in October and November. Medium-late varieties are harvested in Trentino in July, August and September.

Produce

	Growing area	Retail brand
January	Chile	External supplier
February	Chile	External supplier
March	Chile	External supplier
April	Spain	External supplier
May	Spain	External supplier
June	Verona	
July	Trentino	
August	Trentino	
September	Trentino	
October	Verona	
November	Verona	
December	Chile	

Packaging

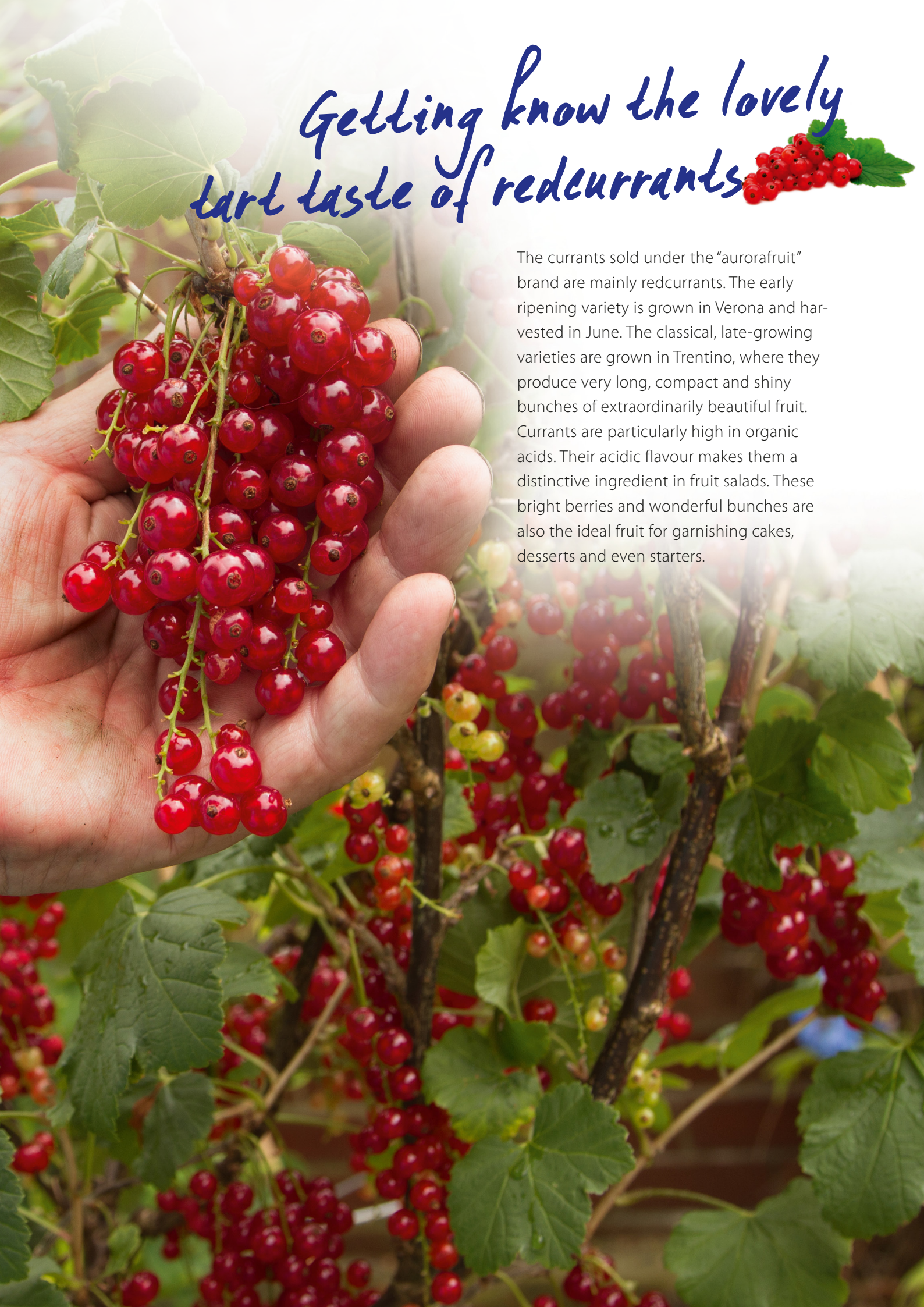
Tray 30x40	8 punnets x 125 g	open
Tray 30x40	8 punnets x 125 g	with lid
Tray 30x40	12 punnets x 125 g	with lid
Tray 30x40	8 punnets x 250 g	open
Tray 30x40	8 punnets x 250 g	with lid
Tray 60x40	10 punnets x 250 g	open
Tray 60x40	10 punnets x 250 g	with lid
Tray 60x40	10 punnets x 500 g	open
Tray 60x40	10 punnets x 500 g	with lid



Getting know the lovely tart taste of redcurrants



The currants sold under the “aurorafruit” brand are mainly redcurrants. The early ripening variety is grown in Verona and harvested in June. The classical, late-growing varieties are grown in Trentino, where they produce very long, compact and shiny bunches of extraordinarily beautiful fruit. Currants are particularly high in organic acids. Their acidic flavour makes them a distinctive ingredient in fruit salads. These bright berries and wonderful bunches are also the ideal fruit for garnishing cakes, desserts and even starters.



Produce

	Growing area	Retail brand
January	Chile	External supplier
February	Chile	External supplier
March	Chile	External supplier
April	Spain	External supplier
May	Verona	
June	Verona	
July	Trentino	
August	Trentino	
September	Trentino	
October	Trentino	
November	Trentino	
December	Trentino	

Packaging

Tray 30x40	8 punnets x 125 g	open
Tray 30x40	8 punnets x 125 g	with lid
Tray 30x40	8 punnets x 250 g	open
Tray 30x40	8 punnets x 250 g	with lid
Tray 60x40	10 punnets x 250 g	open
Tray 60x40	10 punnets x 250 g	with lid






*We can truly say that one
cherry leads to another*



Aurorafruit adopts a modern view to fruit growing for its cherries. The cherry orchard is managed using the very latest growing techniques, with semi-dwarf rootstock for easier harvesting. The smaller size of the trees means it is possible to cover them with rainproof canvases and by preventing the fruits from getting wet, we can guarantee that they are picked at the perfect degree of ripeness as well as being free from any rot or chemicals. We grow the **Kordia** variety, a cherry with a longer shelf life, large size, characteristic heart shape, deep red colour, long stem and very crunchy flesh. To add to our range, we also grow a later variety, the **Regina**, which is rounder, also very large, crunchy and with just as much flavour. The "aurorafruit" cherry is grown in Trentino and it is a fruit that stands out from the rest of the market for two reasons: its characteristics are superior in terms of quality and it is also available in the late summer when traditional varieties are no longer available.

Produce

	Growing area	Retail brand
January	—	—
February	—	—
March	—	—
April	—	—
May	—	—
June	Trentino	
July	Trentino	
August	—	—
September	—	—
October	—	—
November	—	—
December	—	—



Packaging

Tray 60x40	10 punnets x 500 g	open
Tray 60x40	10 punnets x 500 g	with lid





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