Your Roundup of News from Around the Business

MAY 2025

FACTORY Focus

12 Primavera peas turns 60

World Ocean Day P.2

KING marketing campaign wins award!

TASTY CELEBRATIONS IN VALLADOLID P.1

People

A CULINARY CELEBRATION IN VALLADOLID!

The sweet smell of success filled the air at our Valladolid factory in May.

Colleagues enjoyed a live demonstration by Culinary Team Chef Lorenzo Olalla Valdes, who brought a delicious blend of team-building and culinary inspiration to life – all using our very own Findus and La Cocinera products.

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People

CELEBRATING World Ocean Day

Big thanks to everyone who entered our World Ocean Day Competition by submitting photos and drawings of the sea.

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REBECCA LERIGO

Insights Lead for Fish

Wins a family trip to a local aquarium

PINKAN, BUBINI (L), EPIGRAM PRESTIGE (DA), SEBRINA KARNAK (BRIGATEA) AND PRESLEYNA BANDIMUTAN (D)

Each win a gorgeous cuddly Jellycat toy

Production/Output

PRIMAVERA PEAS TURNS 60!

FAST FACTS:

Celebrating six decades of Findus Primavera Peas.

TV chef **BENEDETTA PARODI** celebrated the 60th anniversary with a modern primavera pea and avocado cold cream recipe

20% daily vitamin C in every 100g serving

Peas are picked and frozen within **2 HOURS** locking in nutrients, flavour, and vibrant green colour

On average, a person consumes around **9,000** peas per year!

30% less plastic packaging

The peas are harvested **MAY-JUNE** when they reach peak ripeness

Primavera peas are stored at **-18°C** maintaining quality for up to 12 months

Findus Primavera is consistently ranked **#1** Frozen vegetable in Italy

The peas are **77%** water, helping them stay juicy whether boiled or steamed