

Demand for frozen food rises despite coronavirus

Detail Introduction :

The increase in the consumption of frozen vegetables continues, in the middle of summer and despite confinement, according to Maurizio Zappatore, Orogel's commercial director, commenting on the data of the first 6 months of 2020 compared to 2019.

"Organizing production, processing, and marketing during the months of confinement were not easy, but we managed to maintain our quality standards without ever being short of supply. And from February 17 to February 23, sales of frozen vegetables in the large distribution increased by more than 25%, and in June 2020, they increased by 14.6%".

Therefore, it is a growing trend and not just a compulsive purchase. "New consumers started buying frozen food regularly during the lockdown. And then, realizing the product's quality, practicality, and convenience, they continue to search for it. We are very satisfied with the situation."

We have three plants in three different areas of Italy, thanks to which we can process and freeze the vegetables within hours of harvest.