



Savoury

Bringing the Italian taste to a higher level

AromataGroup is a benchmark in the flavour market for the Food industry. An ideal partner, who is able to meet even the most exclusive requests. In over eighty years, creativity, expertise and flexibility have led the company to develop a wide range of high-quality products.

Variati has been established in 1926 in Milan, as a distributor of essential oils for the Food and Cosmetic industry. The company has differentiated its offering over time, becoming a consolidated presence in the flavour, natural colouring and functional ingredients industry.

Today Variati Aromi is a business unit of AromataGroup, which operates autonomously, in compliance with the Group's strategy, providing a complete range of products for specific market segments.

Segments and Products

AromataGroup produces flavours and extracts for the following market segments:

SAVOURY

As for the various savoury market segments AromataGroup is able to provide complete consulting services. Carefully selected raw materials and advanced sensory processes allow us to create unique products. Innovative blends and flavours are developed and created with Italy's authentic culinary tradition.

Applications:

- Stuffed pasta • Cured meats • Ready meals • Sauces
- Cheeses • Snacks • and More



Aromi & Stuffed pasta

Flavours for fresh filled pasta

The flavour of tradition

Characteristics

Fresh filled pasta is a classic course of Italian culinary heritage and is the result of a combine between simple ingredients and very fanciful fillings. AromataGroup has rediscovered love for tradition and transformed it into an industrial process. The range called "Aromi&Pasta" has been developed: a wide offer of solutions, which are especially realized to complete and exalt all the flavour of the filling.



Applications

The line Aromi&Pasta has been developed for fresh filled pasta and is the result of an accurate selection of raw materials, together with a deep knowledge of natural foods, of the most advanced industrial manufacturing processes and of a special creative factor. The line may be considered irreplaceable for the following recipes:

- ravioli, agnolotti, tortellini
- cannelloni and lasagna



Strengths

The line Aromi&Pasta has been studied to grant all the taste of handmade tradition and offers:

- specific solutions for filled pasta
- exalts the taste of the filling
- constant quality
- organoleptic compatibility
- competitive price



Product Range

The line Aromi&Pasta by AromataGroup includes:

- Cheese
- Meat
- Spices
- Aromatic Plants
- Wine



Aromi & Cured meats

Flavours for cured meats

Genuine taste

Characteristics

The world of processing of meat and cold cuts belongs to a very rich Italian tradition, which has enhanced the production of typical products, having a very strong personality. The smell of a cooked ham, the fragrance of bacon, the unforgettable taste of a salami... every recipe contains a centenary history and is the result of an accurate selection of raw materials and methods, which have been handed down throughout the ages. With the range Aromi & Cured meats, AromataGroup is able to suggest solutions, which grant a full taste and respect tradition.



Applications

Thanks to the Aromi & Cured meats range by Aromatagroup, every single cold cut finds a solution able to exalt its characteristics. Such a range of products may be used for:

- cooked ham
- mortadella
- speck ham
- bacon
- frankfurter



Strengths

The range developed by AromataGroup has been studied on purpose for cold cuts and offers to its customers:

- constant technical development
- concrete answers to every kind of application request
- exaltation of the typical Italian tradition
- ethnic tastes



Product Range

The range Aromi & Cured meats by AromataGroup includes:

- Mix for mortadella
- Cooked ham
- Meat
- Herbs
- Smoked



Aromi & Ready Meals

Flavours for ready meals

A masterly touch

Characteristics

The boom of ready meals registered over the last few years, has prompted AromataGroup's R&D to rise to an important challenge: to maintain the authentic taste of Italian, Mediterranean and ethnic cuisine.

In order to enhance the taste of gastronomic specialties, AromataGroup has developed the Aromi & Ready Meal line for pre-prepared convenience foods. The characteristics of the single ingredients are accentuated thanks to AromataGroup experience and know-how.



Applications

The AromataGroup Aromi & Ready Meal range has been specifically studied to enhance the organoleptic aspects of pre-prepared foods and has no practical limits. They can be applied to the following:

- first courses
- fresh filled pasta
- pizza
- soups and broths
- side dishes
- meat-based dishes
- fish-based dishes



Strengths

The Aromi & Ready Meal range has been studied to support industrial production of all kinds of recipes and offers:

- specific solutions for ready meals
- high level of quality
- customized proposals
- complete range of products



Product Range

The range includes:

- Fish sauté flavour
- Ragù flavour
- Carbonara flavour
- Seafood soup flavour
- Broth flavour
- Mediterranean flavour



Aromi & Dressing

Flavours for dressing

First class tastes

Characteristics

Dressing may be considered to be a precious ally in culinary tradition of all over the world. It is made up by ingredients, which have to be wisely measured, in order to obtain the required result. Thanks to their contribution, the particular taste of any food may be exalted and intensified. AromataGroup has carefully followed the proposals about dressing. In the Aromi&Dressing range it is possible to find the ideal solution to exalt the most authentic taste of every single food, without compromising its nutritional properties.



Applications

AromataGroup has created a rich choice of proposals, especially studied to exalt the most authentic taste of every single food. Such solutions are ideal in presence of a lot of applications, such as:

- first course
- stuffed pasta
- sauces and toppings
- meat-based courses
- chicken-based courses
- fish-based courses
- snacks



Strengths

Every single product, developed by AromataGroup for the Aromi&Dressing range, has been especially studied by the R&D Department and grants:

- the exaltation of courses' nature
- steady high quality level
- same taste of the most refined dressing, but with no calories



Product Range

The Aromi&Dressing range by Aromatagroup includes:

- Mayonnaise flavour
- Mustard flavour
- Ketchup flavouring
- Mixed spicy flavour
- Chili flavour
- Dutch flavour
- Béarnaise flavour



Aromi & Sauce

Flavours for sauces

The world on the table

Characteristics

Gravies and sauces are an essential component for both first courses and second courses. In this context, the recipes are infinite and various from place to place. Either hot or cold, gravies or sauces are composed of various ingredients from a simple vegetable base to a harmonious union with any type of fish or meat. AromataGroup creativity has reached a high level of quality in this field of application, and the Aromi & Sauce range stands out in the catalogue of products for seasoning and enhancing the taste of every dish.



Applications

The products in the Aromi & Sauce range are versatile and refined and may be used for preparing traditional and modern dishes from all over the world. Ideal in:

- first courses
- ready meals
- fresh filled pasta
- gravies and sauces
- pizza and quiches
- meat-based dishes
- chicken-based dishes



Strengths

The Aromi & Sauce line offers:

- a range of flavourings studied to enhance the typical taste of Italian and international cuisine
- specific solutions to fulfill every requirement
- consistent high level of quality
- possibility to heighten the creativity of the recipe itself



Product Range

The Aromi & Sauce products include:

- Basil flavour
- Fresh tomato flavour
- Four cheeses flavour
- Meat sauce flavour
- Braised meat flavour
- Fish soup flavour
- Shellfish flavour
- Crab flavour



Aromi & Snack

Flavour for snacks

Harmonious snacks

Characteristics

The consumption of salty snacks is ever-growing, thanks to the continuous conquests of food technology, which tries to develop a wider range of flavours, through an articulated range of proposals. As regards potato chips, for example, a lot of different versions are available, starting from the classic potato chips, to the most elaborated ones. With the Aromi&Snack range, developed by AromataGroup, the range is enriched by more taste, thanks to solutions, which can transform every proposal in an exclusive chance.



Applications

With Aromi&Snack by AromataGroup, the snack may be enjoyed in always different ways. Quick and very inviting recipes are studied for juicing up either a downtime or an unusual appetizer. The range has been developed for:

- salty snacks
- potato chips
- salty biscuits
- savories



Strengths

The main characteristics of the Aromi&Snack range are:

- a complete range, studied for satisfying every request
- top notes for snacks
- constant research, useful to develop new solutions
- capability to exalt the authentic taste of savories



Product Range

The Aromi&Snack range includes:

- Ketchup flavour
- Tomato flavour
- Bacon flavour
- Sour cream flavour
- Paprika flavour



Description	Solubility	Legal Status	Physical Status	Suggested Dosage (gr/kg)	Profile
AROMI & STUFFED PASTA					
Artichoke	WS	Flavour	Powder	2-4	Artichoke
Mushroom	WS	Flavour	Powder	2-5	Porcini mushroom
Spinach	WS	Flavour Natural	Powder	1-5	Green note
Chicory	WS	Flavour	Powder	5-10	Typical
Pumpkin	WS	Flavour	Powder	2-5	Sweet note
Ham	WS	Flavour	Powder	2-5	Fat note
Cooked Ham	WS	Flavour Natural	Powder	1-2	Slice of ham note
Speck	WS	Flavour	Powder	2-5	Typical
Asparagus	WS	Flavour	Powder	1-2	Green, Boiled
Zucchini	WS	Flavour	Powder	5-10	Cooked, sweet
Cabbage	WS	Flavour	Powder	2-5	Boiled
Leek	WS	Natural Flavour	Powder	1-5	Sweet, sulphurous
Cauliflower	WS	Flavour	Powder	1-5	Stew, sweet
Tomato	WS	Flavour	Powder	1-5	Cooked tomato
Capsicum	WS	Flavour	Powder	1	Sautè
Radicchio	WS	Flavour	Powder	2-5	Cooked
Salmon	WS	Flavour	Liquid	1	Cooked
Truffle	WS	Flavour	Liquid	1	Typical

AROMI & CURED MEATS					
Rosemary	WS	Natural Flavour	Powder	2-5g/Kg	Fresh rosemary
Coriander	WS	Natural Flavour	Powder	2-5g/Kg	Typical
Pepper	WS	Natural Flavour	Powder	2-5g/Kg	Typical
Garlic	WS	Natural Flavour	Powder	2-5g/Kg	Fresh
Onion	WS	Natural Flavour	Powder	2-5g/Kg	Fresh onion
Nutmeg	WS	Natural Flavour	Powder	2-5g/Kg	Typical
Celery	WS	Natural Flavour	Powder	2-5g/Kg	Typical
Cinnamon	WS	Natural Flavour	Powder	2-5g/Kg	Typical
Mace	WS	Natural Flavour	Powder	2-5g/Kg	Typical
Cloves	WS	Natural Flavour	Powder	2-5g/Kg	Typical
Juniper	WS	Natural Flavour	Powder	2-5g/Kg	Typical
Laurel	WS	Natural Flavour	Powder	2-5g/Kg	Fresh
Smoke	WS	Flavour	Liquid	1-2g/Kg	Typical
Smoked wood	WS	Natural Flavour	Liquid	1-2g/Kg	Sweet smoke
Bacon	WS	Natural Flavour	Powder	5-10g/Kg	Smoked
Cooked ham	WS	Flavour	Powder	1-5g/Kg	Typical
Ham	WS	Flavour	Powder	1-5g/Kg	Serrano
Ham	WS	Natural Flavour	Powder	1-5g/Kg	Parma
Salami	WS	Natural Flavour	Powder	1-5g/Kg	Salame Milano

Description	Solubility	Legal Status	Physical Status	Suggested Dosage (gr/kg)	Profile
AROMI & READY MEALS					
Asparagus	WS	Natural Flavour	Liquid	1-5	Typical
Broccoli	WS	Flavour	Powder	2-5	Typical
Artchoke	WS	Flavour	Powder	2-4	Artchoke
Cous Cous	WS	Flavour	Powder	2-5	Spicy note
Fish stock	WS	Flavour	Powder	2-5	Typical
Porcini mushroom	WS	Flavour	Powder	2-4	Cooked note
Legumes	WS	Flavour	Powder	2-5	Cooked legumes note
Bacon	WS	Flavour	Powder	2-5	Typical
Boiled potato	WS	Flavour	Powder	5-10	Typical
Boiled chicken	WS	Flavour	Powder	5-10	Typical
Tomato	WS	Flavour	Powder	2-5	Rape tomato
Cooked ham	WS	Natural Flavour	Powder	1-2	Typical
Ham	WS	Flavour	Powder	1-2	Sweet note
Cantonese Rice	WS	Flavour	Powder	2-5	Typical
Celery	OS	Natural Flavour	Liquid	1-2	Typical
Sauteed vegetables	WS	Natural Flavour	Powder	2-5	Typical
Spinach	WS	Natural Flavour	Powder	1-5	Fresh note
Truffle	OS	Flavour	Liquid	1	Typical
Paella	WS	Flavour	Powder	5-10	Typical

AROMI & DRESSING					
Dill	OS	Natural Flavour	Liquid	0,5	Typical
Curry	OS	Flavour	Liquid	1	Typical
mayonnaise	OS	Natural Flavour	Liquid	1-2	Typical
Sour Cream	OS	Flavour	Liquid	1-2	Typical
Taco Sauce	WS	Natural Flavour	Powder	2-5	Typical
Hot Chili	OS	Flavour	Liquid	0,5-1	Typical
Ketchup	WS	Flavour	Powder	2-3	"Heinz" Type
Olive oil	OS	Natural Flavour	Liquid	1	Olive oil type
Mustard	WS	Flavour	Liquid	0,5-1	Typical
Horseradish	WS	Flavour	Liquid	0,5	Typical
Tuna	OS	Flavour	Liquid	1	Typical
Shrimp	OS	Flavour	Liquid	1	Typical
Mushroom	OS	Flavour	Liquid	1	Porcini mushroom
Tangerine	OS	Natural Flavour	Liquid	1	Fresh
Pepper	OS	Natural Flavour	Liquid	1-2	Typical
Yogurt	WS	Flavour	Powder	1-2	Typical

Description	Solubility	Legal Status	Physical Status	Suggested Dosage (gr/kg)	Profile
AROMI & SAUCE					
Basil	OS	Natural Flavour	Liquid	1	Typical
Meat	WS	Flavour	Powder	2-5	Meat
Meat	WS	Natural Flavour	Powder	2-5	Meat
Porcini Mushroom	OS	Flavour	Liquid	0,5- 2	Fresh note
Masking agent	WS	Natural Flavour	Powder	2-5	Masking agent
Cherry tomato	OS	Natural Flavour	Liquid	1	Typical
Tomato	WS	Flavour	Powder	1-5	Cooked note
Cooked Ham	WS	Flavour	Liquid	1-2	Typical
Ragu Sauce	WS	Flavour	Liquid	1-5	Typical
Artichoke	WS	Flavour	Powder	1-5	Typical
Truffle	OS	Flavour	Liquid	1	Typical
Tune	OS	Flavour	Liquid	1	Typical
Bacon	OS	Flavour	Liquid	1	Typical
Walnut	WS	Natural Flavour	Liquid	1	Typical
Pistachio	WS	Natural Flavour	Powder	1-5	Typical

AROMI & SNACK					
Smoke	WS	Flavour	Powder	2-5	Sweet
Paprika	WS	Natural Flavour	Powder	10-20	Sweet Paprika
Pepper	WS	Natural Flavour	Powder	0,5-1	Black pepper
French fires	OS	Flavour	Liquid	1	Roast potatoes
Sour Cream	OS	Flavour	Liquid	1-2	Typical
Sesame	OS	Flavour	Liquid	1	Toasted Sesame
Bacon	WS	Flavour	Powder	5-10	Smoked
Onion	WS	Flavour	Powder	0,5-2	Typical
Hot Chili	WS	Flavour	Powder	10-20	Hot Chili
Ketchup	WS	Flavour	Powder	10-20	Typical
Pepper/Lemon	WS	Natural Flavour	Powder	10-20	Fresh
Rosemary	OS	Natural Flavour	Liquid	2	Typical
Mediterranean Spices	WS	Flavour	Liquid	1	Typical
Pizza	WS	Flavour	Powder	5-10	Typical
Tomato	WS	Flavour	Powder	1-5	Fresh
Mayonnaise	WS	Natural Flavour	Powder	5-10	Typical
Corn	WS	Flavour	Powder	10-20	Sweet
Ginger	WS	Natural Flavour	Powder	5-10	Fresh



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