



SIMPLY GREEN

Nobar Sabz

General Catalogue

ABOUT US

Nobarsabz Agro industrial Complex

The Nobarsabz Company began operating since 1998 as the founder of frozen fruits and vegetables production using the IQF method in Iran. With the application of the latest European and American technology and machines, we have managed to produce high - quality products. As of now, our products are exported to over 10 countries all around the world.

Cultivated fields: 500 hectares

Direct Employment: 180

Exporting countries: 10 countries

Annual production: 10,000 tones

Nobarsabz, supporter of stable agriculture

Nobarsabz co., with constant research and innovation in the field of agriculture, supports the development of this sector of the economy. We believe that with the modern methods of agriculture, the maximum efficiency and quality in agricultural products can be achieved along with minimizing the impact on the environment, and this is the stable agriculture.

Summary of the Individually Quick-Freezing method (IQF):

In this method, fruits and vegetables are frozen at a temperature of -40°C and in the condition of weightlessness (floating state). Within a few minutes, the high speed freezing prevents the interstitial water between plant cells to form ice crystals. As a result, much less damage is imported into the tissue and plant cells, which preserves the quality, freshness, flavor, smell, properties, and vitamins of the produce. Weightless conditions also make vegetables and fruits freeze separately and individually from each other. Are any preservatives required in vegetables and fruits frozen using the Individual Quick-Freezing method ?

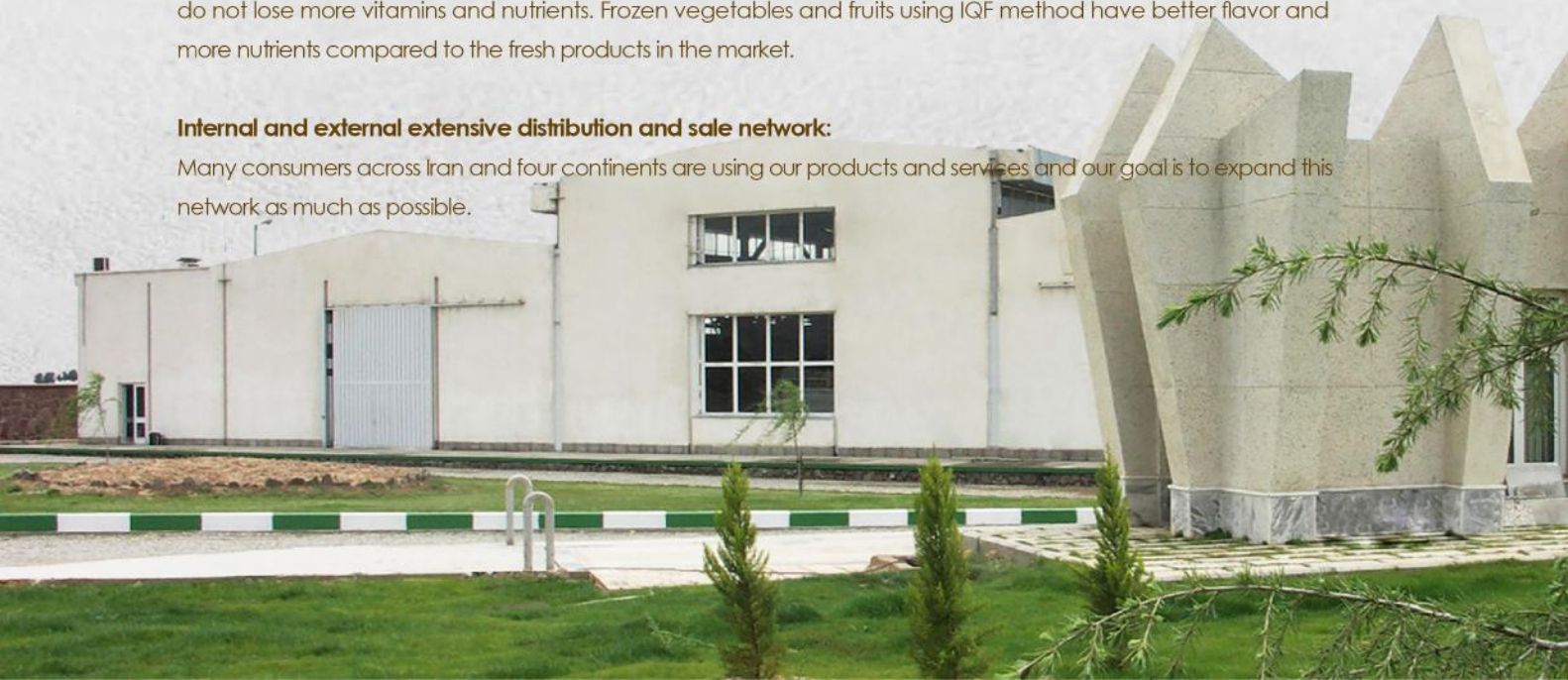
No, because at -18°C (food storage temperature in the freezer) there is no active bacteria and microorganisms that can cause food spoilage. Therefore, there is no need to add preservatives.

Nobarsabz, from the farm to the kitchens.

Vegetables and fruits begin to lose vitamins and nutrients from the moment they are harvested. Usually, the fruits and vegetables we buy are harvested, transferred to the warehouses weeks before, and then they are transferred to the market. Meanwhile, many of the nutrients in vegetables and fruits are lost. According to researches on fruits and vegetables, they lose 30 to 40 percent of their quality due to the passage of time. Many products are harvested prematurely to maintain a better look and have a longer life. In the Nobarsabz factory, by cutting the time from harvest to production (over a few hours), we allow the products to be fully ripe and therefore have a much better taste and more vitamins and nutrients. On the other hand, using the IQF technology, we make sure the products do not lose more vitamins and nutrients. Frozen vegetables and fruits using IQF method have better flavor and more nutrients compared to the fresh products in the market.

Internal and external extensive distribution and sale network:

Many consumers across Iran and four continents are using our products and services and our goal is to expand this network as much as possible.



FRESH FROZEN FRUITS

Nobar Sabz choose the best varieties of fruits which are ripe enough in the field and they are including high content of natural sugar taste and flavor. They are washed, cleaned & deep freeze immediately after harvesting.



We bring the best frozen fruits to your kitchen. you can use them in all kind of smoothies, pies tarts, yoghurts & instead of fresh fruits in cocktails.



Frozen Strawberry



Frozen Blackberry



Frozen Sour Cherry
With Seeds, Pitted & Pulp



Frozen peach



Frozen Melon



Frozen Pomegranate seeds



Frozen cherry



Frozen Sour cherry Pulp
1kg
8 Pcs Per Carton



Frozen Mulberry
1kg
8 Pcs Per Carton



Frozen Mango
1kg
8 Pcs Per Carton



Frozen Strawberry
400gr
24 Pcs Per Carton



Frozen Pomegranate Seeds
400gr
24 Pcs Per Carton



Frozen Sour Cherry
400gr
24 Pcs Per Carton
Pitted & Unpitted



Frozen Sour Cherry (pitted)
2.5kg
4 Pcs Per Carton



Frozen Melon
2.5kg
4 Pcs Per Carton



Frozen Cherry
2.5kg
4 Pcs Per Carton



Frozen Pomegranate Seeds
2.5kg
4 Pcs Per Carton



Frozen Peach
2.5kg
4 Pcs Per Carton



Frozen Strawberry
2.5kg
4 Pcs Per Carton



Frozen Sour Cherry (Unpitted)
2.5kg
4 Pcs Per Carton



Frozen Blackberry
2.5kg
4 Pcs Per Carton



ABOUT IQF :

You may not have been satisfied by things known as individually quick-frozen or IQF fruits and vegetables before, but in fact those are very good choices and suitable alternatives for fresh produces.

Individually Quick-Frozen or IQF fruits and vegetables have a great advantage:

In this method, the majority of vitamins and nutrients are preserved due to the fact that the product is sent to the factory immediately after harvest and frozen using the IQF method in only a few minutes at a very low temperature. Vegetables and fruits frozen using this method have better color, flavor, and more vitamins compared to fresh produce.

Frozen vegetables and fruits (IQF) of Nobarsabz excel in quality, making cooking easier and shorter in the kitchen and prevent waste of energy. These vegetables and fruits have already been washed and disinfected in the factory with new methods of washing and disinfection and chopped using high-tech machines. The resulting package is just ready to be opened and used to cook all kinds of food. The unused portions of the package can easily be put back in your fridge for later use.

Best way to reduce disintegration of nutrients.

Other advantages of selecting frozen vegetables and fruits using IQF method:

- Washed, disinfected and chopped

- Always ready to use

- Easy to use

- Stable price

- Long expiration date, from 18 months to 3 years without any preservative (At temperature of -18)

- Highest amount of vitamin and nutrient preservation, even more than fresh produce

- Without any waste

- Available throughout the year

- 1 kg of frozen vegetables and fruits = 1 kg of final product on your plate

Method of Using:

The method of using frozen vegetables:

frozen vegetables using individually quick-frozen method (IQF) do not require de-freezing after leaving the freezer and it's better to directly use them in cooking. This helps in preserving the texture of vegetables and their vitamins.

The method of using frozen fruits:

It's better to leave the frozen fruits after taking them out of the freezer at the room temperature for 30 minutes or in the refrigerator for 90 minutes, letting them defrost a bit and turn into semi-frozen state. You can then use these fruits to make a variety of smoothies, shakes, jams, marmalade, tarts, cocktails, etc. Also you can enjoy the frozen fruits as a cold dessert with some cream or ice cream.

The frozen vegetables and fruits using individually quick-frozen method (IQF) are full of vitamins.

The amount of nutrients and the vitamins of vegetables and fruits decrease as more time passes since the harvest. This is why the amount of vitamins in produce in shipping from other cities or nations drops significantly.

This procedure counters the fact that seasonal products that are harvested prematurely, transferred from the farm to a warehouse or a cold storage and with a lot of delay offered to the sales market, have little to no nutrients when delivered to the final consumer.

Mutually the frozen vegetables and fruits using individually quick-frozen methods are frozen in factories near the fields only in a few hours after the harvest. Individually Quick-Freeze (IQF) stops degradation and lets the customer have access to any kind of fruit and vegetable with the best quality in any season.

FRESH FROZEN VEGETABLES

Having a four season climate give us the ability of growing a wide range of vegetables like as: borad beans, green peas, green beans, sweet corn, okra, carrot, onion, beet root, pumpkin, zucchini &





Frozen Garlic Colves
& Garlic Puree



Frozen Bell pepper
Green, Red, Yellow
Diced 10*10 Sliced



Frozen
Chopped Onion
Diced 10*10 & Sliced

Frozen
Broad beans whole
not peeled



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Frozen
Broad beans Kernels
peeled



Frozen Mixed
Vegetables

Green peas, Carrot, sweet corn



Frozen Mixed
Vegetables

Green peas, Carrot, Potato



Frozen
Sour Grape



Frozen broccoli



Frozen Sweet
Corn Kernels
& Corn on the cob



Frozen Okra
cut & Whole



Frozen Carrot
diced 10x10, 6x6 & sliced



Simply Green...



Frozen Green Beans
400gr
24 Pcs Per Carton



Frozen Mixed Green Peas,
Carrot & Potato
400gr
24 Pcs Per Carton



Frozen Sweet Corn Kernels
400gr
24 Pcs Per Carton

Frozen Mixed Green Peas,
Carrot & Green Beans
400gr
24 Pcs Per Carton





Frozen Okra
400gr
24 Pcs Per Carton

Frozen Mixed
Green Peas & Carrot
400gr
24 Pcs Per Carton



Frozen Green Peas
400gr
24 Pcs Per Carton



Frozen Mixed Green Peas, Carrot & Sweet Corn 400gr

24 Pcs Per Carton

Frozen Broad Beans 400gr

24 Pcs Per Carton



Frozen Broad Beans Kernels 400gr

24 Pcs Per Carton



Frozen Broad Beans Kernels
2.5kg
4 Pcs Per Carton



Frozen Broad Beans Whole
2.5kg
4 Pcs Per Carton



Frozen Diced carrot_(10x10)
2.5kg
4 Pcs Per Carton



Frozen Diced carrot_(6x6)
2.5kg
4 Pcs Per Carton



Frozen Diced Bell Pepper
2.5kg
4 Pcs Per Carton



Frozen Diced Onion (10x10)
2.5kg
4 Pcs Per Carton



Frozen Cauliflower
2.5kg
4 Pcs Per Carton



Frozen Diced Beet Root (10x10)
2.5kg
4 Pcs Per Carton



Frozen Diced Green Beans
2.5kg
4 Pcs Per Carton



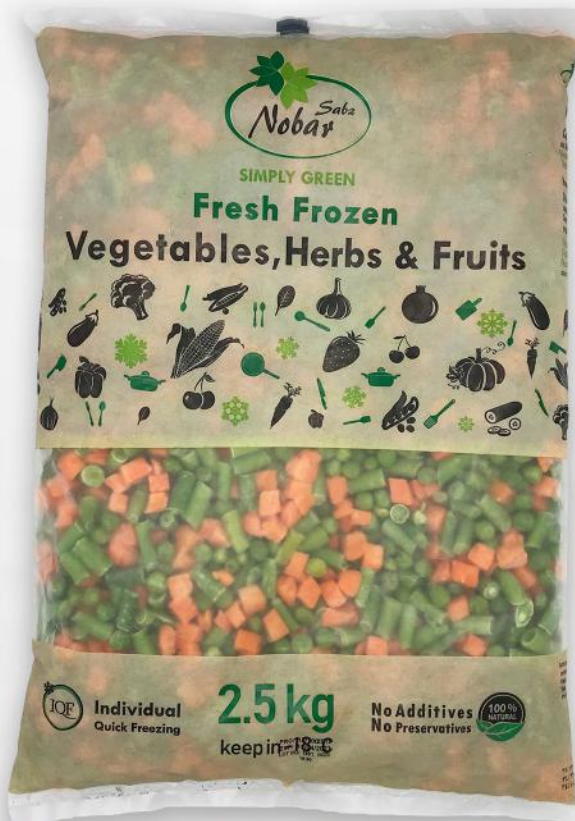
Frozen Sweet Corn Kernel
2.5kg
4 Pcs Per Carton



Frozen Peeled Garlic Colves
2.5kg
4 Pcs Per Carton

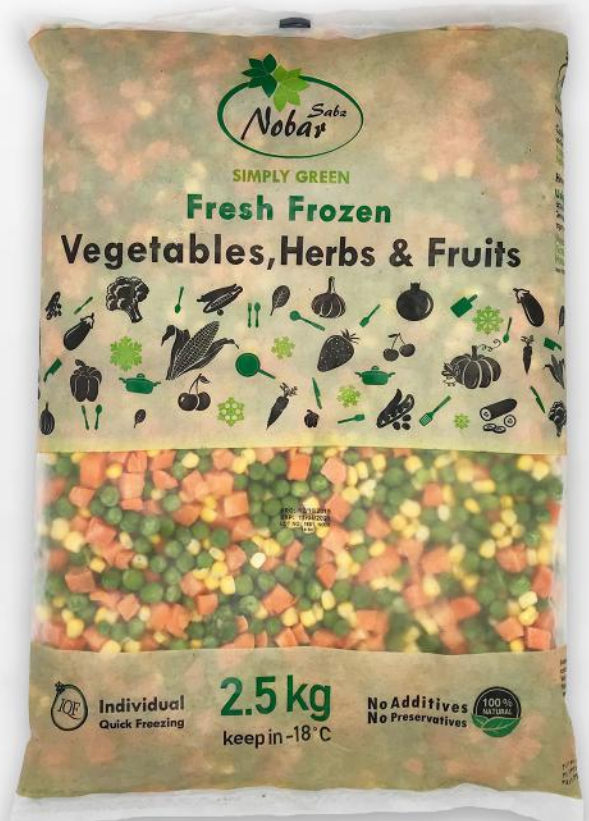


Frozen Broccoli
2.5kg
4 Pcs Per Carton



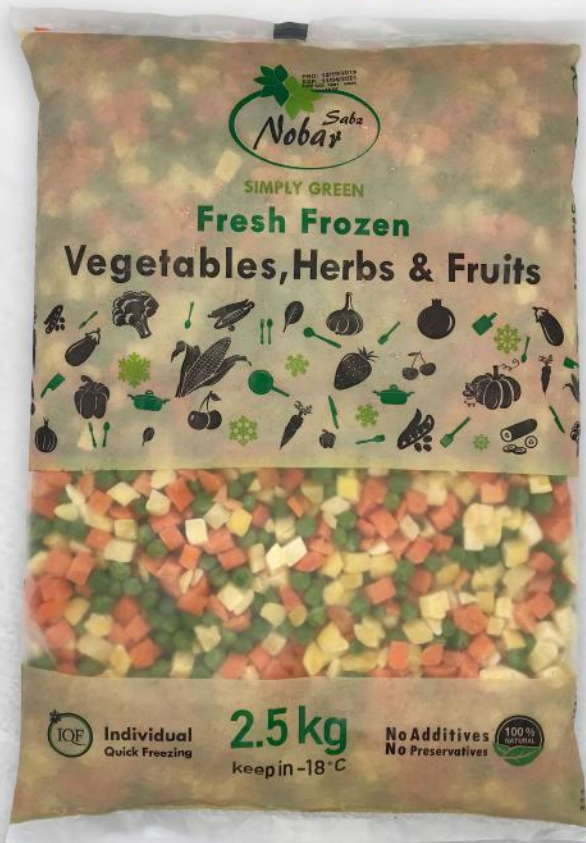
Frozen Mixed vegetables
(Green Peas, Carrot, Green Beans)

2.5kg
4 Pcs Per Carton



Frozen Mixed vegetables
(Green Peas, Carrot, Sweet Corn)

2.5kg
4 Pcs Per Carton



Frozen Mixed vegetables
(Green Peas, Carrot, Potato)

2.5kg
4 Pcs Per Carton



Frozen Mixed vegetables
(Green Peas, Carrot)

2.5kg
4 Pcs Per Carton



Frozen Diced Turnip
2.5kg
4 Pcs Per Carton

Frozen Okra
2.5kg
4 Pcs Per Carton





Quality control

Farm quality control:

Nobar sabz co. is collaborating with many farmers across Iran to grow its produce. The crops we need are cultivated with the utmost respect for the environment and the health of the consumers. Our objective is the optimal cultivation of the product in terms of efficiency and quality with full control of the farm and the minimum usage of fertilizers and pesticides.

Quality control in the production process:

Vitamins and nutrition of fruits and vegetables start to decrease as early as they are harvested from the farm, as the products are directly transferred from the farm to the factory, there is no need to harvest them prematurely. Thus, we let the products in the farm ripe naturally to produce the maximum amount of vitamins and nutrients. Our objective is to transfer our products to the factory in their natural form. The produce is delivered with utmost freshness and the maximum amount of vitamins and minerals a mere few hours after the harvest. Using product management techniques and by focusing on quality control in the production process, we make sure you receive the best quality from the farm directly to your kitchen.



Final Quality Control:

Our experienced and thorough experts and quality control managers sample the final products regularly and permanently. Those samples are regularly tested in the central laboratory of the Nobarsabz factory. If it is noted that during those experiments, the physical, chemical and microbiological parameters of the produce are not up to our standards, the produce is confiscated and sale is not permitted by the quality control unit. With the help of our powerful quality control team, we ensure the health and quality of the final product that you put on your table.

FRESH FROZEN HERBS

During thousands of years Iran was one of the leading Growers of herbs and leafy vegetables. we have four different seasons and a shiny sun which is perfect for growing herbs all year round.





Frozen Sabzi Ghormeh
400gr
24 Pcs Per Carton

Frozen Mixed Herbs For Ash (pottage)
400gr
24 Pcs Per Carton



Frozen Mixed Herbs
For Ghalieh Mahi (Fish & Shrimp Stew)
400gr
24 Pcs Per Carton



Frozen Sabzi KookKoo (KUKU)
400gr
24 Pcs Per Carton

Frozen Coriander
250gr
24 Pcs Per Carton



Frozen Dill
250gr
24 Pcs Per Carton



Frozen Sabzi Polo
400gr
24 Pcs Per Carton



Frozen Cut Celery
400gr
24 Pcs Per Carton



Frozen Sabzi Ghormeh
1kg
10 Pcs Per Carton



Simply Green...

FROZEN POTATO PRODUCTS

Nobar Sabz is using best selected varieties of potato to produce french fries products (mostly Agrida variety). we have different style of potato products from normal cut to wedges cut & diced potatoes, in different type of packaging.



Nobar sabz is always innovating. Every year we try to offer new products to the market, and this requires having a strong R&D team. Our constant research and development in order to offer new products to the market is because of your existence. Everything starts with the customer and we are constantly identifying the customer's needs.



Frozen Wedges Potato



Frozen Sliced Potato



Frozen Sliced Potato



Frozen Sliced Potato



Frozen French Fries
900gr
10 Pcs Per Carton



Frozen Wedges Potato
900gr
10 Pcs Per Carton



Frozen French Fries
750gr
12 Pcs Per Carton



Frozen French Fries
8x8 10x10 15x15
2.5kg
4 Pcs Per Carton



Frozen Sliced Potato
(Skin on)
2.5kg
4 Pcs Per Carton



Frozen Wedges
Potato
2.5kg
4 Pcs Per Carton



Frozen Wedges Potato
(Skin on)
2.5kg
4 Pcs Per Carton

FROZEN DRIED PRODUCTS

Barhi Date (golden date)

Mazafati date

Dried golden plum

Dried Barberry

For a better shelf life we
advise to keep them frozen



Since many years ago Iranian dried products has been exported to all countries around the world. Nobar Sabz quality control department is choosing the best quality products from the best fields around the country.



Frozen Dried Barberry



Frozen Golden Date



Frozen Dried Golden Plum



Frozen Dried Barberry
250gr
12 Pcs Per Carton



Frozen Golden Date
500gr
12 Pcs Per Carton



Frozen Dried Plum
400gr
12 Pcs Per Carton

FROZEN FRIED & BAKED PRODUCTS

Nobar Sabz Presents a various range of frozen, semi cooked Products. like as fried, baked and grilled products in retail, HORECA & bulk packaging.





Frozen Fried Eggplant
500gr
12 Pcs Per Carton

Frozen Fried Onion Strips
200gr
12 Pcs Per Carton



Frozen Fried Sabzi Ghormeh
400gr
12 Pcs Per Carton

Frozen Fried Mint & Parsley
250gr
12 Pcs Per Carton





Frozen Fried Eggplant
2.5kg
4 Pcs Per Carton



Frozen BBQ Eggplant
2.5kg
4 Pcs Per Carton



Frozen Onion
2.5kg
4 Pcs Per Carton



Frozen Fried sabzi ghormeh
2.5kg
4 Pcs Per Carton



FAQs:

Is it necessary to use preservatives for long maintenance of frozen fruits and vegetables?

Answer: Frozen vegetables and fruits do not need any preservatives. Production includes a process called Blanching, meaning heating the product (not the cooking process), destroying tissue lysis enzymes and pigments; Therefore IQF causes retention of vegetables and fruits for a long period of time.

Is any pigment added to fruits and vegetables for the purpose of beauty?

Answer: No, in some products, the Blanching process described above causes the fixation of the natural color of product, and the beautiful color of produce is the actual color of product, which is preserved finely as a result of IQF.

Does freezing vegetables and fruits in home freezers harm their quality?

Answer: Yes, because the temperature in a home freezer is an average of -18 degrees celsius. This temperature is only suitable for preserving frozen fruits and vegetables, not to transform vegetables and fruits from the fresh state to the frozen state.

In order to freeze vegetables or fruits in home freezers, an approximately 24-hour period is required. This long process causes the formation of ice crystals in the produce's tissue. These ice crystals damage the tissue cells and after defreezing cause the loss of interstitial water and thus many vitamins and nutrients in the process, and also highly damages the final product quality.

While the IQF method is carried out with the help of high - industrial freezing technology only over a few minutes and so quickly, there is no possibility of ice crystals forming in cells and cause very little damage to quality.

If we use fresh vegetables and fruits, how much is it going to turn into waste?

Answer: If you get 1 kg of frozen vegetable or fruit using the IQF method, right up to the last bit of it is usable and there is no waste.

If you buy fresh vegetables and fruits, besides removing the wastes such as roots, some stems, shells etc., some fruits and vegetables will always remain in our kitchens for different reasons, and they turn into waste as time goes by, while we pay for them.

The following diagram shows the result of a comprehensive survey in one of the European countries declaring how much of fresh vegetables and fruits we buy becomes wastage: It's an absolute economical and productive choice to buy IQF frozen vegetables and fruits.

Are vegetables and fruits produced in Nobarsabz transgenic (genetically modified)?

Answer: No, the Nobarsabz company has strong rules against using transgenic products, as well as the laws of the Islamic Republic of Iran, having strong measures not permitting the import and production of transgenic food products in the country.

The Nobarsabz company has taken effective steps to ensure that the products are not transgenic, including:

- Vegetable and fruit seed and seedlings control
- Selection of controlled farms
- Inspection of harvested crops

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