



Armela
FARMS
Simply Fresh

www.armelafarms.com

SIMPLY
FRESH

Armela

PRODUCT CATALOG



[Facebook.com/ItsArmelaFresh](https://www.facebook.com/ItsArmelaFresh)



[Instagram.com/ArmelaFarms](https://www.instagram.com/ArmelaFarms)



Armela

100% natural
and tasty

At Armela Farms, we use NON-GMO
(Non-Genetically Modified Organism) Seeds
from the pioneer seed breeders in Netherlands.
Our produce is Natural, Pesticide Free
and Eco Friendly Locally Grown.



Our Story

Armela Farms brings fresh, high-quality greens straight to your table. We believe in restoring human health by supplying nutritious leafy greens from farm to table. Eating habits have changed in the 21st century. As the conscious consumer rises, we use technology to create world-class produce. Join us on our journey to sustainable food production as we address food safety and meet rising demands.

Sowing the seeds of inspiration

It all started with a vision to grow nutritious greens in the desert. The UAE is known for its scorching heat which is a barrier to producing healthy crops. With this in mind, we sowed the seeds of innovation. Our team created a pioneering indoor environment in the middle of this sprawling desert, enabling the effective growth of tasty greens in the UAE. The world needs reliable technology-driven methods that address food safety and sustainability. We're here to reduce the gap! As producers, packers, and distributors, taking care of that very last mile, we deduct carbon emissions from imports and deliver locally to the market. Our operations are growing, and we're looking at exporting fresh greens from the UAE to the world. Be part of our story as we boost global health and be a positive impact! And remember: think green, think Armela.

Vision

To provide food security in the UAE and leverage technology, enabling sustainable food production on unused desert land.

Mission

To sell high-quality hydroponic produce, promoting healthy living in the UAE and offering fresher, tastier, and longer-lasting greens.

Our Values

Sustainability

Working for a greater future, stronger ethics and sustainable future

Character

A group with diversity, passion and personality with people who care

Ambition

Driving developments for Armela, for all the stakeholders



Why Hydroponics

What is Hydroponics?

The world's changing and so is the way we grow food. Hydroponics is farming in its most modern form. It's a new-age process of growing fresh, clean, nutritious, and long-lasting healthy produce. Using nutrient-rich water is just the start, and we use innovative technology to produce wholesome lettuce.

Benefits of Hydroponics?

The benefits of hydroponics are bountiful and are wonderful for the world.

The world's changing and so is the way we grow food. Hydroponics is farming in its most modern form. It's a new-age process of growing fresh, clean, nutritious, and long-lasting healthy produce. Using nutrient-rich water is just the start, and we use innovative technology to produce wholesome lettuce.

- We grow and harvest plants in a controlled environment that remains unaffected by outdoor weather variations.
- Because we're part of a controlled environment, pesky pests don't visit us, and we don't release harmful chemicals into the environment.
- It's ecological at its core with a close loop irrigation structure that uses 80% less water in a good old-fashioned farming style. Extra water goes through the loop again, improving conservation and maximising productivity.
- With Armela, it's 365 days of crops, through rain or shine. We supply high-quality products straight to you, any day, any time.



Into a new sustainable era

From production and packing to distribution, sustainability is the motto we live by. The Earth has gone through enough, and it's our responsibility to step up our game and provide conscious, sustainable, and ethical options to consumers. Not only this, we don't believe in greenwashing and hiking up the price just for the sake of it. You have the luxury of getting quality, affordable produce that helps the planet thrive too.

Our promise of food and safety

You'll never have to wonder if what you're eating is clean, fresh, and safe. Most of our process bypasses human intervention, retaining nutrients and reducing the risks of harmful bacteria. We follow international food safety standards and guidelines to keep cleanliness as the top priority.



Our Produce

Armela
Lettuce

Armela
Leaves

Armela
Kale

Bake Your Own
KALE
CHIPS

Armela
Snack

Armela
fresh





Armela Lettuce

Crunchiest, tastiest, greens!

Our wholesome, vibrant lettuce range combines healthy goodness with hearty doses of freshness. The colours and texture of the lettuce change with type, ranging from crunchy iceberg lettuce to versatile lollo bionda, and highly nutritious butterhead greens, salanova oakleaf greens, little gem mix, and frisee mix.



Iceberg

Crunchy, healthy, and utterly delicious, our Iceberg Lettuce takes the meaning of flavour to new heights. Add it to your salads for a pop of colour and taste.



Romaine

Our Romaine Lettuce grows tall and proud, with vibrant green shades fading to white. The taste is juicy and not overpowering, making it the perfect green ingredient.



Lollo Bionda

Nutritious and tender, Lollo Bionda is a superfood that makes a perfect addition to a salad or sandwich. It features curly leaves in an open bouquet aesthetic.



Lollo Rosso

Featuring vivid red shades and a wholesome taste, add a dash of colour to your salad with the Lollo Rosso. Use ours, fresh from the farm.



Butterhead Green

Our Butterhead Green Lettuce is soft, tasty, and features a stunning buttery texture. Add it as a topper to your dishes or in your salads.



Butterhead Red

The Butterhead Red variety boasts loose leaves that taste sweet, and quite literally, buttery soft. Its eye-catching colours are a highlight in any dish.



Oakleaf Green

The Oakleaf Green Lettuce produced by our farms brings a touch of sweet tenderness to your salad while being superbly fresh and vibrant.



Oakleaf Red

Bring texture and colour to your salads with our Oakleaf Red variety. The flavour is fresh and the nutritional value is super high.



Frisee Green

Crunchy with a slight taste of pepper, the Frisee Green lettuce adds texture and depth to any salad. It is highly nutritious and low on calories.



Frisee Red

Have the Frisee Red Lettuce raw or add it to your salads for a memorable, tasty experience. Slightly bitter with a peppery touch, its beautiful red colour stands out.



Salanova Butterhead Green

The Salanova Butterhead Green Lettuce with its buttery flavour and tender goodness is excellent for a salad mix.



Salanova Butterhead Red

As the red variety of the Salanova Butterhead, we bring fresh, stunning colours to your salad preparation with unparalleled taste.



Salanova Oakleaf Green

The Salanova Oakleaf Green is a super convenient and nutritious ingredient in your salad with the taste of full-head lettuce, divided into small baby leaves.



Salanova Oakleaf Red

Beautifully shaded in red, the Salanova Oakleaf Red variety is a delight for your tastebuds, making your salads even more attractive.



Lollo Mix

Make it a nutritious meal with red and green shades as you use our fresh Lollo Mix in your salad or sandwich.



Butterhead Mix

Bring a buttery and soft element to your salad with this wholesome red and green Butterhead Mix.



Oakleaf Mix

Tender and refreshing, make this Oakleaf Lettuce mix a part of your salads or as a key ingredient. Succulent and high in nutrition, it has everything you need!



Frisee Mix

An explosion of texture and flavour, our Frisee Mix is a shortcut to nutritious happiness. With a slight peppery taste, it takes your dish to the next level.



Little Gem Mix

Bring flavour and texture to your salad preparations with our fresh and healthy Little Gem Mix, including shades of red and green.



Little Gem Green

This Little Gem variety from our farms adds a sweet accent to your salads and is very easy to cut.



Little Gem Red

Shaded in wonderful red shades, the Little Gem Red lettuce is a Romaine variety, small enough to conveniently use in your salad with a slightly sweet taste.





Salads done right!

Salad on the go, but fresher and better thanks to Armela! The Simply Salad range has your healthy menu all set; just add the dressing of your choice and voila, you're done. Did we mention how tasty, rich, and vitamin-enriched each of our products is? Choose between chopped Lollo greens and reds, butterhead, lettuce, frisee, salanova, and kale.



Chopped Butterhead

Our Chopped Butterhead mix adds textured brilliance to your salad with undeniable soft freshness.



Chopped Lollo Mix

Superbly fresh and pesticide-free, amp up the greens and reds in your salad with this chopped Lollo Mix.



Chopped Lettuce Mix

Why choose one when you can have it all? Our Simply Salad Chopped Lettuce Mix has a mix of our fresh varieties for the yummiest salad creation.



Chopped Lollo Bionda

Instantly add the Chopped Lollo Bionda to your salads. You don't have to do any hard work and just need to enjoy its 100% natural taste.



Chopped Lollo Rosso

Give an exhilarating red touch to your salads with the Chopped Lollo Rosso. Tender and nutritious, just open the box and add how much ever you want!





Chopped Frisee Mix

Let the curly texture of our Chopped Frisee Mix roam free in your salad with this red and green mix. Simply open the box and add it!



Chopped Green Kale

Add a hearty amount of Chopped Green Kale to your salad with this healthy and refreshing box straight from our farm.



Chopped Salanova Mix

A bunch of chopped Salanova in red and green varieties, which you can add to your salad or have raw.



Chopped Purple Stem Kale

The Purple Stem Kale from our farm is known to be slightly more intense than its greener counterparts and packed with vitamins.





Armela Leaves

Washed and Ready to Eat.

Salad on the go, but fresher and better thanks to Armela! The Ready to Eat range has your healthy menu all set; just add the dressing of your choice and voila, you're done.



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CHOPPED ICEBERG



CHOPPED ROMAINE



GARDEN SALAD



Iceberg Lettuce
Carrot
Red Cabbage
Cherry Tomatoes

RAINBOW SALAD



Iceberg Lettuce
Green Lettuce
Red Pepper
Sweetcorn
White Cabbage
Carrot

SHREDDED ICEBERG



Armela Chopped & Shredded Bulk

Available in

1kg / 2kg / 5kg bags

LEAFY SALAD



Iceberg Lettuce
Green Lettuce
Lollo Rosso Lettuce
Oakleaf Red Lettuce
Frisee Green Lettuce

VEGGIE SALAD



Iceberg Lettuce
Green Lettuce
Carrot
Red Cabbage
Pea Pods



Happy Healthy Snacking

Bake Your Own **KALE CHIPS**

Something for you to munch on.

Watch out! Armela Kale is coming to take over with its addictiveness and extra nutrition. The Bake-Your-Own Kale chips are one-of-a-kind and so easy to make! All you have to do is mix, bake, and eat. Our flavours range from Paprika Lime to Garlic, Sea Salt, and Zaatar. It's high in vitamins A, C & K, calcium, potassium, folic acid, antioxidants and more. The lows are calories, fat, and carbs. Trust us, once you taste this there's no going back.



Kale Chips - Zaatar

Try a Zaatar twist on your Kale Chips! These specially created chips by Armela Farms are super easy to make. You simply have to mix, bake, and eat.



Kale Chips - Sea Salt

Chips done right! With an amazing sea-salt flavour, you can mix the dressing, bake, and eat these kale chips without guilt.



Kale Chips - Paprika Lime

Looking for an alternative to unhealthy chips? The Armela Kale Chips snack in Paprika Lime is just what you need. Just mix, bake, and eat on the go!



Kale Chips - Garlic

Looking for an alternative to unhealthy chips? The Armela Kale Chips snack in Paprika Lime is just what you need. Just mix, bake, and eat on the go!



Armela
Kale

Keep calm and Kale on.

All hail to Kale! Seemingly everywhere you turn, kale is vital vegetable, rich in nutrients, health benefits and delicious flavor. There are many benefits of Kale and best of all it's versatile, it can eaten raw, steamed, stir fried sauted and even baked.



Curly Kale Green

From green juice to salads, Kale is a superfood for generations. Our Curly Kale Green is yours to discover and explore.



Toscana Kale

This Italian variety has a simply stunning colour with a sweet, nutty flavour that becomes stronger in colder temperatures.



Purple Stem Kale

Our Purple Stem Kale is super healthy and delicious. Did you know? You can also cook the stems, making it a super nutritious ingredient in your meal.



Mixed Kale

A bouquet of multicolour kale for your cooking adventures! We bring only the freshest and most wholesome greens straight to you.



Armela Snack

Snacks on-the-go for you and the family

It's not easy to get your hands on fresh, local, all-natural snacks in a busy world. Armela Snacks are great for the family with on-the-go options featuring flavourful, crunchy, and vibrant mini cucumbers, and colourful cherry tomatoes or peppers which can be had as is or sauteed. They are so delicious that even picky eaters won't be able to resist. Perfectly sized for kids' lunch boxes.



Snack Cucumber

A wonderful snack on the go, our Snack Cucumber is crunchy and refreshing. Use it as an appetizer, in your salad or to make sandwiches.



Cucumber Poppers

Our Cucumber Poppers are the perfect snack for picky eaters or desk munchies. Have them in one bite and get a refreshing dose of hydration.



Snack Cucumber

Perfect mini cucumber, crunchy & delicious. A versatile cucumber that can be eaten as a Snack on-the-go anytime.



Rainbow Cherry Tomatoes

An explosion of colours and flavour, the Rainbow Cherry Tomatoes are fresh and sweet. Use these for cooking, in your salads, or eat them as is



Snack Cucumber Punnets 250g / 500g





Fresh

Healthy

Delicious



Armela fresh

An array of super veggies & herbs

Wondering what to cook? With Armela Fresh, the task becomes way easier. We have a range of clean, fresh, and healthy veggies for you to choose from that can be turned into standalone dishes, such as the Rainbow Stir Fry, or accompaniments to your dish including shelled peas, fine beans, baby corn, and more. We also have your favourite herbs such as basil, chives, sage, thyme, oregano, and beyond.



Tenderstem Broccoli & Mangetout

This supreme mix of Tenderstem Broccoli and Mangetout, also known as snow peas, takes your cooking to the next level. Fresh and nutritious, you don't have to fret about dinner anymore.



Babycorn

Babycorn can be used for a wide variety of cuisines. Enhance your palette with this fresh baby corn ensemble, and saute it according to your tastes.



Fine Beans

From Chinese to Indian cuisine, you can use our fresh and super green Fine Beans for several cooking adventures.



Tenderstem Broccoli

Cook the Tenderstem Broccoli to perfection and bring out a unique flavour in your gastronomical ventures!



Babycorn and Green Beans

Need to quickly cook something to eat? Simple saute this range of Babycorn & Green Beans with sauces and herbs for a flavourful experience.



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Fresh

Healthy

Delicious



Babycorn & Sugarsnap Peas

Delightfully crunchy and wholesome, our Babycorn and Sugarsnap Peas mix simply needs to be opened and cooked with sauces or herbs.



Sugarsnap Peas

Make these refreshing and delicious sugar snap peas a part of your next lunch or dinner! Super healthy and tasty, saute it with other veggies too!



Tendergreen Medley

A combination of everything green and good, the Tender Green Medley has all your cooking bases covered while being incredibly nutritious.



Shelled Peas

Make these Shelled Peas a key ingredient in your next dish. Super fresh and healthy, cook it with other veggies.



Snowpeas / Mangetout

Snowpeas/Mangetout are a saute favourite, especially in Chinese cuisine. Cook them as is, you don't even have to cut them, and experience their wonderful taste.



Fine Beans Trimmed

Our Fine Beans Trimmed make the cooking job easier as you don't even need to cut them and can toss them as is!





Fresh

Healthy

Delicious



Aromatic Stir Fry

The Aromatic Stir Fry includes a bundle of greens that you can simply toss into the pan and saute with less oil! You'll have a meal for yourself in no time.



Rainbow Stir Fry

The Rainbow Stir Fry has a bundle of shades and colours! You know what they say, the more colourful your veggies are, the better



Tenderstem Broccoli Stir Fry

The Tenderstem Broccoli Stir Fry includes a bunch of greens that you can simply toss into the pan and saute with less oil!



Baby Vegetable Stir Fry

You know what they say, the more colourful your veggies are, the better! Super healthy and tasty,



Babycorn, Green Beans & Mangetout

Babycorn, Green, Beans & Mangetout are a recipe for good health and beyond! Add them to your next meal.



Babycorn Mix Veg

The Baby Corn Mix Veg includes carrots, beans, tenderstem broccoli, and of course, baby corn, to create an easy and healthy meal anytime!



Fresh

Healthy

Delicious



Basil

Use fresh basil as a fresh garnish or while cooking Italian cuisine. Armela has the freshest and tastiest basil for you to try out.



Coriander

From mint and coriander chutney to garnishing your dishes, our Coriander leaves are fresh and ready to use.



Mint

With its uber-refreshing taste, add this mint to your dishes or make a refreshing mint cool drink during the afternoon.



Chives

Chives are a herb with a mild yet wonderful flavour which you can add to soups, dips, omelettes, and more. Try out our fresh Chives!



Rosemary

Rosemary is the ultimate companion herb to your soup, potatoes and beyond! Our rosemary is fresh, green, and super flavourful.



Sage

Minty and musky, our sage herb is super fresh and adds an undeniable flavour to your dishes. It is also great for digestive problems.



Fresh

Healthy

Delicious



Tarragon

Tarragon is a favourite ingredient for omelettes, sauces, and beyond. With its slightly bitter-sweet taste, it brings a wonderful edge to your cooking.



Thyme

Thyme is a great accompaniment to various dishes from saute to soups! Our fresh Thyme will add an abundance of taste to any dish.



Garlic Chives

Need a touch of garlic in your dishes but don't want it to overpower the cooking? Use these Garlic Chives and create magic!



Oregano

Top your pizza or other dishes with fresh Oregano! You can either dry and grind them or use them as is.



Lemongrass

Lemongrass has several health benefits! Make the most of them as you make this an ingredient to your latest dish or simply within a lemongrass drink.



Fresh

Healthy

Delicious



Herbs Blend - Poultry

Adds wonderful flavour and aroma
Rosemary • Sage • Thyme

Perfect for marinade



Herbs Blend - Italian

Adds wonderful flavour and aroma
Basil • Rosemary • Oregano

Perfect for an Italian flavour



Herbs Blend - Seafood

Adds wonderful flavour and aroma
Dill • Parsley • Tarragon

Perfect for a fresh taste



Herbs Blend - Roasting/BBQ

Adds wonderful flavour and aroma
Parsley • Rosemary • Thyme

Perfect for a rub or marinade



Fine Beans Bulk
2 kg



Passion Fruit Bulk
2 kg/5 kg



Avocado Hass - 4kg
Seasonal



Avocado Jumbo - 4kg
Year Round



Mango Apple
3.5 kg



Mango Long Ngowe
3.5 kg