



**IDEARISO®**



CATALOG





# WHO WE ARE

*Rice has always been a staple food for humans, combining unique nutritional properties with a vast combination of usage in the kitchen. Final results could be surprisingly different all over the world.*

Ideariso Società agricola is a company dedicated to rice cultivation, based in Vercelli, in the middle of rice farming area of Piedmont, in Italy. Founded in 2015, Ideariso it is currently run by Massimo and Maurizio Tabacchi. Agronomists and rice farmers, they have been working with passion and diligence since 1995 to create unique, high-quality products. Ideariso's rice fields are located in Vercelli and in



Briona (Novara province). The production plant, where the rice is stored and packaged, is located in the municipality of Vercelli. Ideariso aims to obtain the best possible final product for its customers and to make quality and sustainability its distinguishing features, thanks to the great attention given to cultivation and to unique and innovative packaging and graphics.



# WHAT WE PRODUCE

## OUR MILLED RICE

Sustainably farmed in the Ideariso paddy fields and delicately processed, our milled rice consists in the classic varieties used for risotto preparation as well as many other recipes.

Carnaroli Rice

Arborio Rice

Gigante Vercelli Rice - Slow Food Presidia

Sant'Andrea Rice

## OUR WHOLE GRAINS RICE

Sustainably farmed in Ideariso paddy fields, our whole grain rice maintains a thin outer layer on the grain which guarantees excellent nutritional values and delivers very pleasant aromas and flavors.

Penelope Wholegrain Black Rice

Gilda Wholegrain Red Rice

Felix Wholegrain Rice with Giant Rice Germ

## OUR DRIED PREPARATIONS FOR RISOTTO

High quality dehydrated ingredients combined with our Gigante Vercelli Rice – Slow Food Presidia for tasty and quick 'home made' risotto dishes

Dried preparation for risotto with Truffle

Dried preparation for risotto with Saffron

Dried preparation for risotto with Porcini Mushroom

Dried preparation for risotto with Red Radicchio

Dried preparation for risotto with Squid Ink

Dried preparation for risotto 'Panissa Vercellese'

Dried preparation for risotto with Pumpkin and Amaretti

Dried preparation for risotto with Pecorino cheese and Black Pepper

Dried preparation for risotto with Tomato and Rosemary

Dried preparation for risotto with Asparagus

Dried preparation for risotto with Eggplant

Dried preparation for risotto with Shrimp and Curry

Dried preparation for risotto with Peas

Dried preparation for risotto with Cod and Potatoes





# HOW WE PRODUCE

## CULTIVATION

For more than 50 years we have been passionately sowing, tending and harvesting our rice in the provinces of Vercelli and Novara. Our experience, agronomic knowledge and continuous experimentation and research for new techniques and varieties allow us to achieve great results in rice farming. We believe in a sustainable rice-growing system: we strive to keep usage of chemical fertilizers and pesticides to a minimum, preferring green manure practices and following Agro-environmental Programs of European Rural development guidelines. Our farming system helps minimize environmental impact and maximize field, plant and grain quality potential. We carry out periodic analyses of our rice and paddy rice, to ensure the absence of any chemical residues on the final product sold to our customers.

## PROCESSING

Harvested rice (commonly known as 'paddy rice') needs to be processed by removing its external layers. Milling degree can be decided in order to obtain different products, beginning with wholegrain rice (or brown rice) where only the rice husk are removed, passing through milled rice (or white rice) where external layers of the brown rice are taken away, trying to preserve the rice gem as much as possible. Our rice is processed with the help of a local expert, whose touch guarantees the high quality of our products through a delicate and light treatment: it preserves a thin portion of the grain's external layer, which guarantees cooking resistance and the exceptional creaminess of our risottos.



# HOW WE PACK

A special feature of our product, together with the quality of our rice, is the choice of packaging.

## RECYCLED CARDBOARD AND TIN PLATE TUBES

Our packaging combines functionality and storage length while paying attention to environmental sustainability. Our aesthetically pleasing, recycled cardboard and tin plate tubes come in three formats (1000g, 500g, 320g). Inside the tubes, our rice is packaged in modified atmosphere packaging, a solution which allows for greater shelf life while maintaining freshness. A plastic cap and an easypeel lid guarantee easy opening and storage. Our tubes are great for upcycling projects for containers, pencil holders, organizers. In 2020 we decided to extend our 320g tube packaging to our risotto mixes: elegance, sustainability and flavor for all!

## VACUUM TILE IN CASE

The simplest and safest packaging for professional dining and for cooking for large groups. There is simply nothing better than rice dishes, and risottos especially, to engage communities and keep alive the pleasure of tasting products of the Italian culinary tradition.





Reliable quality,  
perfect for risotto



# CARNAROLI

## THE EXCELLENCE OF RICE



*Our Carnaroli rice is ideal for preparing outstanding risottos according to the Italian tradition. It is suitable for steaming and boiling as well, as it is highly appreciated for its firmness.*

### CARNAROLI RICE: HIGHEST QUALITY AND PERFECT COOKING

Carnaroli rice is the go-to ingredient for risottos, as it combines flavour with excellent heat resistance.

Quality begins with the rice field: the highly optimizing techniques we use are a product of great agronomic experience and of a high degree of care of every single paddy field. These allow for highly efficient growth and maturation of the plants throughout the growing season.

We then proceed to a detailed selection of the rice in order to achieve high levels of homogeneity of the final product. The milling process is specifically adapted to this premium variety, as it preserves a thin external layer of the germ and more than 50% of rice embryos, thus obtaining the perfect risotto in every occasion.



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# ARBORIO

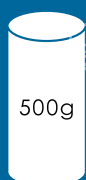
## CLASSY RICE

Suitable for  
all rice-based  
recipes



1kg

8057018722532



500g

8057018722419



320g

8057018722402



1kg

8057018722631

*Arborio rice, typical of the Vercelli area, is the rice with the largest kernel and a beautiful pearly grain. Ideal for fine risottos, the natural richness of starch allows it to absorb seasonings very well and to retain flavors in the best possible way, with a unique creaminess. In the kitchen it is excellent for all rice-based recipes, from risottos to soups, from salads to arancini.*

### ARBORIO RICE

Arborio rice takes its name from the municipality of the same name in the province of Vercelli, where the variety was selected. Also known as the King of rice due to the large size of its grain and the typical pearling of the grain, it is used for the preparation of fine risottos, characterized by a rich creaminess and a unique ability

to absorb condiments, enhancing the various flavors of the ingredients used.

Well known and appreciated abroad, in the kitchen it is also excellent for salads, soups and for the preparation of arancini.



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Ancient variety  
of Vercelli



# GIGANTE VERCELLI

## ANCIENT RICE



*Gigante Vercelli  
(literally Vercelli Giant)  
is a large grain rice  
of unique quality,  
perfect for extraordinary  
risotto dishes.  
It is particularly  
appreciated for its  
exceptional creaming.*



The Presidia sustain quality production at risk of extinction, protect unique regions and ecosystems, recover traditional processing methods, safeguard native breeds and local plant varieties.  
[www.fondazione Slow Food.it](http://www.fondazione Slow Food.it)

### GIGANTE VERCELLI: ANCIENT VARIETY WITH LOW PRODUCTION AND HIGH QUALITY

Gigante Vercelli rice is an ancient variety recovered in purity and brought back to cultivation. Ideariso, as disposed by the Italian Ministry of Agriculture, is responsible for its conservation as a historical variety.

Its small production, organoleptic properties and natural resistance to diseases (a unique trait) are what have historically made this variety of rice an excellent and healthy product. To this day, these elements are what make Gigante Vercelli unique in risotto dishes: the large grains stay separated even at the end of the cooking process while giving the risotto a fine creaming.

Ideariso grows Gigante Vercelli rice in the most suitable paddy fields for this variety, in the province of Vercelli, without the use of fungicides. Milling is carried out in a small high-quality plant, where low volumes of grains are processed per day, in order to obtain perfect milled rice.

In 2018, Ideariso's commitment and tenacity in rediscovering this ancient variety led to the recognition of the Slow Food Presidia.



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# SANT'ANDREA

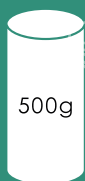
## TRADITIONAL RICE

Versatile  
in the kitchen



1kg

8057018720651



500g

8057018720279



320g

8057018720286

*Sant'Andrea Rice is part of the Vercelli tradition and its history is linked to its unique adaptability to the most difficult farming soils. In making risotto, the rice grains enhance the flavors of the different ingredients. It is excellent for dishes such as arancini and casseroles.*



### SANT'ANDREA: TRADITION AND VERSATILITY IN THE FIELD AND IN THE KITCHEN

Sant'Andrea Rice is perfect for a wide set of recipes as it blends perfectly with various ingredients and cooking techniques.

In the fields, the rustic and tenacious Sant'Andrea rice is able to resist harsh weather and unfavorable soil conditions, such as those of the Baraggia rice fields in the province of Vercelli.

The Italian tradition loves this rice for risotto dishes, as it absorbs seasonings in an exceptional way, but also for salads and desserts.

Its name comes from the Vercelli Cathedral, an iconic symbol of the European capital of rice.



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Unique taste and  
great nutritional  
properties



# FELIX

## WHOLEGRAIN RICE WITH GIANT RICE GERM



*Felix is a brown rice which combines valuable nutritional properties and an uncommon flavor for wholegrain rice. It is rich in fiber, phosphorous, magnesium, Vitamin E and Vitamin B6. It is suitable for all kinds of healthy dishes and perfect for those who lead an active lifestyle.*



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### THE GIANT RICE GERM WITH RICH NUTRITIONAL VALUES AND A RARE FLAVOR

Felix is a brown rice which combines valuable nutritional properties and an uncommon flavor for wholegrain rice.

The germ or embryo, of which Felix is extraordinarily rich, is the part of the brown rice that contains valuable nutritional elements. Felix rice is rich in fiber, phosphorus, magnesium, potassium, Vitamin E and Vitamin B6.

The germ is also rich in special properties that make Felix truly delicious. The consumption of Felix rice, combined with a balanced diet and regular physical activity, is great for keeping fit with taste.

Felix, the rich, pleasant rice of happiness!



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WHOLEGRAIN

# GILDA

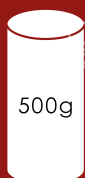
## WHOLEGRAIN RED RICE

An exclusive  
deep red  
variety



1kg

8057018720675



500g

8057018720118



320g

8057018720101



1kg

8057018720316



500g

8057018722570

*Gilda is a wholegrain red rice combining flavour to a delicate fragrance. It is rich in fiber, phosphorous and magnesium. It is especially suitable for vegan diets as well as for all rice recipes, from the most simple to the most innovative or sophisticated.*



### INTENSE FLAVOR AND DELICATE FRAGRANCE, FOR SIMPLE OR REFINED DINING

Gilda is a wholegrain rice which combines great nutritional properties with an intense flavor, a delicate fragrance and a natural deep red color.

Ideariso obtains this rice through a careful selection and production process. Nutritional claims: high fiber content, source of phosphorus and magnesium.

Gilda red rice is an exclusively Italian variety, cultivated by Ideariso in the Vercelli and Novara

provinces. Ideariso's selection process follows the highest qualitative parameters: as always, quality begins in the fields with our agronomists and is followed by rigorous and rice-specific selection, storage and processing stages. The dry paddy rice is stored for a few months before the processing stage, a step which determines the unique characteristics of this red wholegrain rice.



WHOLEGRAIN



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An exclusive  
black  
aromatic rice



# PENELOPE

## BLACK WHOLEGRAIN RICE



*Penelope is a black aromatic rice, excellent for gourmet preparations. It is rich in fiber and phosphorus, and a natural source of magnesium. The presence of anthocyanin allows for beneficial antioxidant activity.*

### BLACK AROMATIC WHOLEGRAIN RICE RICH IN FLAVOR AND AROMA

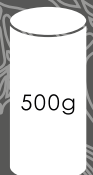
Penelope black aromatic wholegrain rice is the result of a careful selection of the production system, which is developed and carried out according to high quality standards.

Penelope Wholegrain Black rice contains anthocyanin, a component which boosts beneficial antioxidant

activity, and it boasts high content of fiber, phosphorus, magnesium. Penelope rice combines its nutritional properties with a refined flavor and a delicate fragrance, which make it a precious ally in the kitchen, from simple tasty dishes to gourmet preparations.



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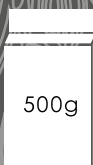
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WHOLEGRAIN

# DRIED PREPARATIONS FOR RISOTTO WITH GIGANTE VERCELLI RICE PRESIDIO SLOW FOOD

320g

PECORINO CHEESE  
AND BLACK PEPPER  
8057018722082

PORCINI  
MUSHROOMS  
8057018721856

SQUID INK  
8057018721894

PANISSE  
8057018721870

TOMATO AND  
ROSEMARY  
8057018722099

RED RADICCHIO  
8057018721900

TRUFFLE  
8057018721863

SAFFRON  
8057018721887

PUMPKIN  
AMARETTI  
8057018722075

By combining our Gigante Vercelli rice - Slow Food Presidia with high quality ingredients we created the Ideariso Dried Preparations for Risotto, ready-to-cook mixes for your kitchen. We chose our exclusive recycled cardboard and tin plate tube packaging. Greater shelf life and freshness are guaranteed by modified atmosphere packaging. The most distinguishing feature of our risotto preparations is the cooking time: it takes less than 15 minutes to make three to four servings of excellent-quality creamy risotto.



## PECORINO CHEESE AND BLACK PEPPER

Dried preparation for risotto with Gigante Vercelli rice, Pecorino and black pepper.



GLUTEN FREE



3/4 SERV.



## PORCINI MURSHROOMS

Dried preparation for risotto with Gigante Vercelli rice and porcini mushrooms.



GLUTEN FREE



VEGAN



3/4 SERV.



## SQUID INK

Dried preparation for risotto with Gigante Vercelli rice and squid ink.



GLUTEN FREE



3/4 SERV.



## PANISSA

Dried preparation for risotto with Gigante Vercelli rice "Panissa Vercellese".



3/4 SERV.

## TOMATO AND ROSEMARY

Dried preparation for risotto with Gigante Vercelli rice, tomato and rosemary.



GLUTEN FREE



VEGAN



3/4 SERV.

## RED RADICCHIO

Dried preparation for risotto with Gigante Vercelli rice and red radicchio.



GLUTEN FREE



VEGAN



3/4 SERV.



## TRUFFLE

Dried preparation for risotto with Gigante Vercelli rice and truffle.



GLUTEN FREE



VEGAN



3/4 SERV.

## SAFFRON

Dried preparation for risotto with Gigante Vercelli rice and saffron.



GLUTEN FREE



VEGAN



3/4 SERV.

## PUMPKIN AND AMARETTI

Dried preparation for risotto with Gigante Vercelli rice pumpkin and amaretti (sweet almond cookies).



3/4 SERV.



# DRIED PREPARATIONS FOR RISOTTO IN ATM BAGS WITH CARNAROLI RICE

250g

ASPARAGI  
8057018722716

BACCALÀ E  
PATATE  
8057018722921

CACIO E PEPE  
8057018722747

FUNGHI PORCINI  
8057018722679

GAMBERETTI E  
CURRY  
8057018722723

MELANZANE  
8057018722709

PISELLI  
8057018722938

POMODORO E  
ROSMARINO  
8057018722730

TARTUFO  
8057018722686

ZAFFERANO  
8057018722693



## ASPARAGUS

Dried preparation for  
risotto with Carnaroli rice  
and asparagus.



GLUTEN FREE



VEGAN



2/3 SERV.



## COD AND POTATOES

Dried preparation for  
risotto with Carnaroli rice  
and codfish and potatoes.



GLUTEN FREE



2/3 SERV.



## PECORINO CHEESE AND BLACK PEPPER

Dried preparation for risotto  
with Carnaroli rice and pecorino  
cheese and black pepper.



GLUTEN FREE



2/3 SERV.



## PORCINI MUSHROOMS

Dried preparation for  
risotto with Carnaroli rice  
and porcini mushrooms.



GLUTEN FREE



VEGAN



2/3 SERV.



## SHRIMPS AND CURRY

Dried preparation for  
risotto with Carnaroli rice  
and shrimps and curry.



GLUTEN FREE



2/3 SERV.



## EGGPLANTS

Dried preparation for  
risotto with Carnaroli rice  
and eggplants.



GLUTEN FREE



VEGAN



2/3 SERV.

The risotto preparations are made with our Carnaroli rice and high quality products. The cooking time is 15 minutes and you get three portions of creamy and tasty risotto.



## PEAS

Dried preparation for risotto with Carnaroli rice and peas.



GLUTEN FREE



VEGAN



2/3 SERV.

## TOMATO AND ROSEMARY

Dried preparation for risotto with Carnaroli rice and tomato and rosemary.



GLUTEN FREE



VEGAN



2/3 SERV.



## TRUFFLE

Dried preparation for risotto with Carnaroli rice and truffle.



GLUTEN FREE



VEGAN



2/3 SERV.

## SAFFRON

Dried preparation for risotto with Carnaroli rice and saffron.



GLUTEN FREE



VEGAN



2/3 SERV.

# IDEAREGALO

## GIFT BASKETS

6 TUBES  
320g

DRIED PREPARATIONS  
FOR RISOTTO  
8057018722044

6 TUBES:  
3 500g  
+  
3 320g

BASKET MIX  
8057018721993

3 TUBES  
500g

RISOTTO RICE  
8057018722006

WHOLEMEAL RICE  
8057018722020

3 TUBES  
320g

RISOTTO RICE  
8057018722013

WHOLEMEAL RICE  
8057018722037

DRIED PREPARATIONS  
FOR RISOTTO  
8057018722051

1 TUBE  
1kg

BASKET MIX  
8057018722983

2 TUBES  
2 1kg

BASKET MIX  
8057018722990

*All Ideariso favorites in a single package. Etched Cardboard boxes made especially for Ideariso tubes: the perfect gift for Christmas and Easter holidays, for corporate events or for those who simply want to try a wide range of our products. The boxes are available in three formats and can be prepared with our types of rice as well as with our dried preparations for risotto.*









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soc. agr. Srl

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