Opening a fruit means letting its tradition and freshness out. Exploring the texture of its origins, the history of its growers, their experience and know-how. Detecting the scent of the earth where it has been grown, the taste of a universal product, nurtured throughout the entire process in order to achieve the highest quality.

It is this philosophy that sustains the legend of our company, Montosa, where traditional techniques are combined with innovation to produce exquisite fruits with personality and the essence of a brand committed to bringing the best of its history to every table.
Discover more about our story in...
www.frutasmontosa.com
MONTOSA
OUR HOME

Every morning, at the heart of the beginning of subtropical Spain, we continue shaping a legend that we have been creating for more than 35 years. Our home, Montosa, lies in this land, homeland of the avocado.

From the moment it was founded in 1982 to the present day, Montosa has always been located in a natural environment occupying a 76,000 m² space and divided into three key work areas: fresh areas, processing areas, and offices, the latter being the place where we connect our products with the rest of the world.

Because this is where the most universal avocados are found: the home of The Avocado Society.
From the very beginning, taking advantage of the privileged conditions of our environment, we set out to be a different company. One that not only respects its regular growers, but also honours a tradition that has kept different continents united through a unique flavour.

Unexpectedly, we have created a society of more than 300 people connected by a passion to use innovation to grow the best avocados in the world.
a microclimate within Europe - one suitable for growing our avocados - alongside more than 1,500 farmers who rely on us and are part of this great family.

GROWERS
SPAIN, WHERE IT ALL BEGAN

Montosa has been contributing to the growth and development of Spanish avocados, the financial and social driving force of our land, for over 30 years. We live in a region that boasts
Persea Americana is a tree specie that originated for central Mexico, it is part of the Lauraceae family.
Our aim is always to provide the finest, perfectly-ripened avocados, and we have therefore developed our own avocado physiological maturity index (APM). This unique formula gives us detailed information about the internal state and maturity of each avocado, ensuring their shelf life in the target markets. Our Ripening Masters carry out comprehensive monitoring and therefore guarantee the highest quality and freshness of our avocados, and the highest standards of food safety for our customers.

Our facilities are recognised worldwide thanks to the implementation of several processes that are unique to the industry.

- **Maturation**: we measure the concentration of ethylene in real time and conduct thorough temperature control in order to achieve accurate and uniform ripening.

- **NIRS**: we use a spectrophotometry system that, in addition to guaranteeing the unit weight and sorting our avocados by their ripeness level, ensures their internal quality.

- **Manufacturing**: the application of the latest technology allows us to take full advantage of our specialized manufacturing and production lines.
ALL YEAR ROUND
QUALITY

Our suppliers are part of the team. We share all the knowledge we have available with them to promote innovation, as we believe that such a unique product will be only possible if the partnership we form with them is a strong one. Thanks to this approach, we achieve extraordinarily high quality.
ALL YEAR ROUND
COMPREHENSIVE SERVICE

At Montosa we understand service from both perspectives: the supplier’s and the customer’s.

The strength of our service lies, above all, in attributing equal importance to every link to create a strong and sustainable value chain. Developing and strengthening the fresh produce range is one of our many responsibilities.
We are proud to produce one of the most acclaimed products in the market and apply the most advanced technology available to create this healthy and tasty recipe.

We have been pioneers in using high pressure processing (HPP) technology, since avocados, and particularly guacamole, require complex and sophisticated production. This technology allows us to respect the original freshness of the fruit, extending its shelf life due to the inactivation effect of high pressures and thus preventing oxidation.
Both hard work and the knowledge we acquired from producing our guacamole have contributed to the development of our mango dip, a new product also made using high pressure processing (HPP).

Let’s welcome our new product to the Montosa family! A product being launched onto a market that is increasingly open to new flavours. Fresh mango, fresh ideas!
There are few products that symbolise the idea of perfection as clearly as those that bring Sublime Gold to life.

A selection of the best fruit aimed especially at the most demanding market, which highlights trust and a family feeling.
OUR BRANDS

NATIVE

This young, fun brand uses simple product formats to attract the general public. **A full range of products that manages all retail needs;** ready to eat anywhere, anytime!

CUSTOM

Specialization allows us to offer products to large-scale customers, however, whenever and wherever they want. **Through customisation, we can design each project as something unique and special, adapting our offer to the specific needs of our client.** Tell us about your project!
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