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Press Release

Growing Institutional Hospitality

Orgacure opens growing sector of institutional catering

Rotterdam, Netherlands, March 20, 2026: Orgacure B.V., an agriculture and food science technology company with focus on food safety solutions for farmers, processors and supermarkets, sees huge growth opportunities for specialized caterers in Europe, a continent who experiences growing migration of people from disadvantaged regions in the world who are seeking for a better life and same time accelerated aging of the continent's native and oftentimes older population than the people who newly arrived.

Since the recent global pandemic, the food catering sector, restaurants and other stationary food outlets lost significantly business to online delivery services and traditional supermarkets who were except from closures during this challenging time. The survived businesses could not fully reconquer their share of the food market they owned before. Unless they offered free processing capacities to supermarkets, at lower margins than they used to, they had chosen to shrink their business to reduce operational losses or to sell it to their competitors.

"In our view the (catering) sector has fabulous prospects to regain strength and could even grow exponential by adjusting to the actually not so new realities in our society by focusing on custom made offers for specific dietary needs and marketing them to the institutional sector", says Roger Bierwas, CEO of Orgacure B.V. To gain specific insights with the goal to offer market-ready solutions, partnerships between caterers and the public sector are key. Market-ready solutions are created, for example, by taking into account end-users specific serving sizes, food acidity, cutting styles, ethnic preferences and labeling needs to name a few.

In any instance whatsoever food safety, freshness and cost control is decisive as public tender often prefers the cheapest vendor over the best. Orgacure has the best cost-to-quality ratio in the industry. "Others offer longer protection from enzymatic browning than Orgacure does, but no other branded solution is so cost-effective, anti-invasive and simple to use than Orgacure. While others are limited to perform on a narrow variety of fruits only, the Orgacure family of VL and EX are universal solutions and broadly in use for many kinds of fruits and vegetables including potatoes.", says Roger

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Unless you are a mono-produce specialist e.g. doing cut onions solely, keeping a stock of different shelf-life solutions for a small range of fruits and vegetables wastes capital and becomes a logistic problem at some point. “I’ve got once told on university there is not “one bullet for all”, which I think is true, but when budget matters and effectivity, speed and resilience are counting and I have to choose one solution, I would pick Orgacure.”, Roger says. “In the complicated and unpredictable world, we are, keeping things simple is survival.”, he adds.

“If you’re a food processor and look for an entry to the attractive institutional catering sector, then order your free Orgacure sample and make your foods market-ready for this growing business. Our reference list certainly uses here as a door opener as Orgacure processed fruits and vegetables are known well in this business.”, Roger recommends. In connection with the Orgacure web shop, Orgacure supports corporate buyers with its AppliAssist™ tool for calculating quantity and cost of Orgacure for specific food application, all in a blink.

Pictures:



Orgacure EX 375 g (13 oz)

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€20.06

In stock

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Product Details

Brand: ORGACURE

SKU: OCU-SNG-375-POU

Orgacure® EX is the excellent product of Orgacure delivering consistant and superior results on fruits and vegetables, equally on whole or cut fresh produce (dual-use technology).

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