

SPOTLIGHT

VOL. 6 | APRIL, 2026



Unleashing Potential,
Transforming Futures



NRTC Welcomes Taaza to the Family



Big news for the UAE's fresh food landscape. NRTC Group proudly announces the acquisition of Taaza—marking a strategic milestone in building a fully integrated, future-ready farm-to-table platform. By combining Taaza's production excellence with NRTC's scale, logistics strength, and market reach, this partnership sets the foundation for a more resilient, efficient, and sustainable fresh food ecosystem.

Taaza brings deep expertise in fresh-cut processing, ready-to-eat solutions, and value-added food production—capabilities that seamlessly complement NRTC's vertically integrated supply chain spanning sourcing, farming, packaging, distribution, and retail. With Taaza now part of the NRTC ecosystem, the journey ahead is clear—stronger integration, enhanced capabilities, and a unified commitment to delivering fresher, healthier, and more responsibly sourced food to communities across the UAE.



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What's in Season

As spring transitions into the early warmth of summer, the UAE market reflects a dynamic blend of local harvests and premium global arrivals. April opens with the last wave of locally grown vegetables—crisp cucumbers, sweet peppers, and vine-ripened tomatoes—still delivering excellent freshness from UAE farms. This is complemented by the arrival of stone fruits from Europe and the Mediterranean, with peaches, nectarines, and apricots beginning to make their seasonal debut, offering vibrant flavour profiles ideal for both fresh consumption and culinary applications.



By May, the spotlight gradually shifts towards tropical and summer fruits. Mangoes from India and Pakistan take centre stage, bringing rich sweetness and aroma, while watermelons and melons from regional sources gain prominence, perfectly suited for hydration-focused menus. Cherries from Turkey and Central Asia also make a brief yet premium appearance, adding a touch of indulgence and visual appeal.

As June sets in, the market leans further into summer essentials. Grapes from Egypt and early citrus from South Africa begin to build consistency, while bananas, pineapples, and avocados remain reliable staples ensuring year-round menu stability. Together, this period offers a versatile palette, balancing the last of local freshness with the vibrant energy of global seasonal transitions, empowering chefs and retailers to craft menus that are both refreshing and commercially compelling.

Ramadan @ NRTC

Ramadan 2026 has been a powerful reflection of NRTC Group's commitment to community, compassion, and responsible food systems. Across the UAE, our initiatives have focused on supporting families, enabling access to nutritious food, and reducing food waste through meaningful partnerships. From grassroots community engagement to large-scale food distribution programs, each initiative reinforces our role in contributing to the UAE's broader humanitarian and sustainability goals. As we continue to operate at scale, we remain equally committed to creating impact where it matters most—within communities.



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Fruit Basket Donation (Al Ain)

As part of its Ramadan outreach, NRTC donated fruit baskets to the Sheikh Mohammed Bin Khalid Al Nahyan Culture Center in Al Ain, supporting humanitarian activities including Zayed Humanitarian Day, Iftar for People of Determination, and support for orphans. This contribution reflects NRTC's alignment with the UAE's values of social solidarity and community care. By providing nutritious fresh produce, the initiative aims to enhance the quality of Iftar experiences while supporting meaningful programs that bring people together during the holy month.



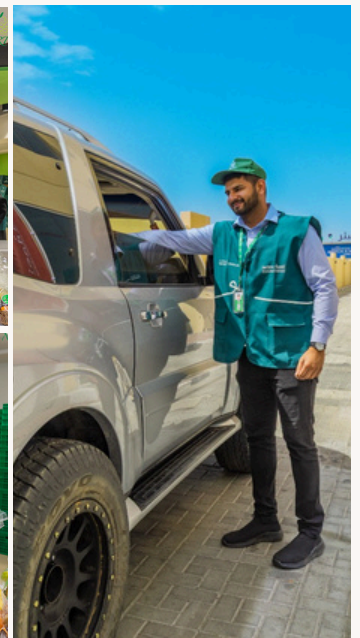
Community Iftar Outreach (Dubai)

Through its subsidiary Mirak, NRTC contributed 9,000 fresh apples to the UAE Food Cluster Community Iftar Outreach Initiative in Dubai. The campaign distributed over 15,000 Iftar meal kits to commuters across key city locations, ensuring those on the move could break their fast with ease. This initiative highlights NRTC's ability to support large-scale food distribution efforts while reinforcing its commitment to accessibility, nutrition, and community support during Ramadan.



ne'ma Food Rescue Program

In partnership with ne'ma, NRTC supported the Family Iftar Boxes initiative by donating 1,000 Iftar boxes and 50 fruit baskets, alongside active team participation in packing activities. The program focuses on rescuing surplus and near-expiry food and redirecting it to families in need, contributing to the UAE's goal of reducing food loss and waste by 50% by 2030. This initiative reflects NRTC's commitment to sustainability, responsible consumption, and creating tangible social impact during Ramadan



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VOL. 6 | APRIL, 2026



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Transforming Futures

UAE Food Bank Collaboration

NRTC partnered with the UAE Food Bank to distribute 2,000 Iftar boxes to workers in Jebel Ali, supporting communities with limited access to meals during fasting hours. This initiative underscores NRTC's role in enabling structured food redistribution while addressing food insecurity. By collaborating with national institutions, NRTC continues to strengthen its contribution to sustainable food systems and community welfare during the holy month.



JoodGives & Beit Al Khair Society

NRTC contributed 400 fruit baskets to Beit Al Khair Society's large-scale Iftar program at Port Saeed, where approximately 2,000 meals are served daily. The donation was integrated into meal distributions, enhancing nutritional value and supporting the initiative's broader mission of generosity and care. This collaboration reflects NRTC's continued focus on supporting high-impact community programs that deliver consistent and meaningful outreach throughout Ramadan.

STAR Of the Month

Naresh Palli – Operation Supervisor | 6+ Years

Naresh's journey at Ripe is a testament to dedication and growth. Starting as a Junior Packer in 2019, he steadily built strong expertise in food safety and brand standards through hands-on learning. Recognised for his consistency, he was promoted to Warehouse Shift Supervisor in 2023 and further to Operation Supervisor in 2025. Today, Naresh leads the very team he once worked within, demonstrating strong leadership, adaptability, and accountability. His deep understanding of operations and customer requirements ensures the team consistently delivers high-quality service while maintaining performance across all business phases.



SPOTLIGHT

VOL. 6 | APRIL, 2026

“

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Ahlan Ramadan: Elevating the Iftar Experience . Nad Al Hamar | 14 March 2026



NRTC brought the spirit of Ramadan to life with Ahlan Ramadan—an intimate, in-house celebration of the art of the Iftar table. Hosted with renowned table stylist Ms. Magda Hajduk, the session offered guests a refined exploration of how thoughtful design can transform shared moments into memorable experiences.

From lantern-lit settings inspired by timeless Middle Eastern hospitality to sleek, contemporary arrangements, each concept showcased the balance between tradition and modern elegance. The event highlighted how detail, creativity, and cultural nuance come together to create inviting spaces—capturing the true essence of Ramadan: warmth, generosity, and togetherness.



SPOTLIGHT

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“

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The Green Canvas: Celebrating World Art Day & Future of Fresh



NRTC Fresh celebrated World Art Day with The Green Canvas at its Nad Al Hamar facility, led by artist Katerina Molostova, on 18th April 2026. Twenty Instagram contest winners brought their interpretation of “future of fresh” to life through vibrant artwork, reflecting creativity, nature, and individuality. The session was filled with energy and inspiration, turning the space into a canvas of expression. One standout piece received the Best Strokes Award, while all participants were recognised with certificates and curated gifts.



The Green Canvas highlighted NRTC’s commitment to creativity and community –proving that freshness is not just delivered, but inspired.



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NRTC & Taaza at Emirates Culinary Guild – 14 April 2026

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NRTC, alongside Taaza, proudly participated in the Emirates Culinary Guild’s April 2026 edition, held on 14 April 2026 at the Dubai World Trade Centre – a prestigious platform bringing together leading chefs and culinary professionals.

The NRTC stand showcased a vibrant range of offerings, including Ripe Organic products, Mahsool’s locally grown produce, and premium fresh selections, complemented by engaging live sampling of crudités and fruit skewers.

Taaza added a dynamic touch with its live juice counter, attracting strong interest from visitors and chefs alike. The event created meaningful interactions, reinforcing NRTC Group’s commitment to quality, freshness, and strong engagement with the culinary community.



SPOTLIGHT

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NRTC Group at EAC&E 2026 -Al Ain, UAE | 22–26 April 2026

NRTC Group, one of the region’s leading agri-food platforms, concluded a high-impact participation at the second edition of the Emirates Agriculture Conference & Exhibition (EAC&E) 2026, held at ADNEC, Al Ain.

Participating under the Ghitha Holding platform alongside Al Ain Farms, NRTC presented its integrated farm-to-fork ecosystem, highlighting capabilities across sourcing, farming, processing, and distribution. The showcase featured contributions from its subsidiaries, including Ripe Organic and Taaza, alongside locally driven initiatives such as Mahsool.

A key highlight of the event was the signing of a strategic Memorandum of Understanding with the National Agricultural Centre (NAC), aimed at strengthening market access for UAE farmers and advancing structured supply chains.

The milestone was witnessed by senior dignitaries including H.E. Abdulla bin Touq Al Marri, Minister of Economy; H.E. Abdullah bin Sultan bin Awad Al Nuaimi, Minister of Justice; H.E. Amna bint Abdullah Al Dahak, Minister of Climate Change and Environment; and H.E. Jemal Beker Abdula, Ambassador of Ethiopia to the UAE, reflecting the growing national focus on sustainable agriculture and food security.

Through Mahsool, NRTC currently supports over 100 local farms, enabling traceability and market access, while Ripe Organic continues to promote locally sourced organic produce.

NRTC stated that its participation aligns with the UAE’s long-term food security strategy, reinforcing its commitment to building a resilient, sustainable, and locally integrated agri-food ecosystem.

