

OUR HISTORY. THE BEGINNING

Since 1940, the kitchen of the well-remembered Venta Ruiz Sevillana jealously guarded the **recipe** of its delicious gazpacho that has always been recognised as the best of many that are served in the city of Seville.

In 1982, thanks to Rafael's interest in avoiding Grandma Reyes' recipe being lost, he decided to commercialise this delicious gazpacho under the name "La Gazpachería Andaluza", making it the first fresh gazpacho in the world to be sold. This is the recipe that invented the category.

Our main concern has always been to offer a **natural food, free of chemical treatments**, full of the freshness of its ingredients and with the flavour of true traditional gazpacho.

In 2015, when New Way Foods was established under the trade name **MAJAO**, we decided to leave the reference to the Gazpachería Andaluza on our labels as a reminder of a long history, as real as our surprising flavour. Majao seeks to bring to your home the authentic Andalusian gazpacho and salmorejo: the tradition, the enjoyment, its taste...

To this end, we built a modern **factory** with the **latest technology** in food production and packaging, environmentally friendly and ensuring that **our Gazpachos and Salmorejos** continue to have the **same flavour** as those prepared by Grandma Reyes so successfully in Venta Ruiz.



MAJAO



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La buena nueva diaria



www.majao.es

sales.uk@majao.es

+44 7871598934

NEW WAY FOODS, S.L

C/Artesanía, 5-7. Mairena del Aljarafe,
41927 Sevilla.



Gazpacho DE ABUELA.



Our traditional gazpacho, iconic.

Made with the original Grandma Reye's recipe from, using only fresh raw materials and without additives or preservatives of any kind. Our traditional gazpacho, iconic.

Gazpacho NO BREAD. *Gluten-free*

Adaptation of our original recipe.

It is an adaptation of our original recipe designed for people who suffer from gluten intolerance or who are reducing their caloric intake, allowing the delight of the taste of authentic Andalusian gazpacho.



What SET US APART.

Contains LYCOPENE:

LYCOPENE is a natural health booster. The properties of LYCOPENE help to prevent many diseases.

Artisanal production:

It maintains all the vitamins and nutrients provided by the vegetable, 100% fresh and rigorously selected.

No preservatives:

Due to its preparation without any concentrates, flavourings or any other additives, it has natural flavour to astonish the palate.

Best before:

The product can spend more than 60 days in perfect condition as long as the necessary cold chain is maintained (2-4 degrees).

Our image:

Clearly differentiated brand image designed to convey quality and confidence to all consumers.

Our human team:

Continuously focused on the search for the best raw materials and the development of new and appetising products.

Salmorejo DIGESTIVE.



Traditional high-quality ingredients.

It is a fresh food made with a recipe that combines traditional high-quality ingredients and precise dressing, resulting in a fine, digestive and pleasant result; a guaranteed success paired with any garnish.

Salmorejo NO BREAD. *Gluten-free*

Salmorejo suitable for everybody.

The tasty recipe of our Salmorejo Suave has been tailored so that gluten and calories are no obstacle in the total enjoyment of our digestive and delicious salmorejo.

