

The Circle launches the first line of products from sustainable aquaponic farming

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The Circle, an Italian aquaponic farm, presents its first line of processed products, the result of an innovative model of sustainable agriculture. Its pestos, oils and aromatic salts are made from soilless-grown aromatic herbs and baby leaves, and developed in collaboration with professional chefs, including Alain Rosica of the restaurant Belvedere dal 1933.

The new line combines sustainability, quality and creativity, offering condiments that enhance authentic flavours with natural, intense aromas. Its entry into large-scale retail and international export markets marks a new chapter for The Circle, which is now bringing Italian aquaponic culture abroad. The products are already available in Conad supermarkets of Gruppo CR and, for the first time, on sale in France as well.

"This line is the synthesis of our circular and sustainable approach," explains
Thomas Marino, co-founder and Chief Business Development & Marketing Officer.

"It's not just a range of condiments, but a new way of championing research, quality and respect for the environment."

The Circle's pestos, such as the Basil Pesto made with red and Greek basil or the Oriental Pesto with mustard greens, mizuna and cashews, stand out for their balance and creaminess, ideal for creative and gourmet dishes. The aromatic oils, made with extra virgin olive oil, capture the essence of fresh herbs, while the aromatic rubs (such as the Basil Rub and the Italian Rub) offer unique blends for meat, vegetables and Mediterranean dishes.

About The Circle

The Circle is an Italian agricultural Benefit Corporation specialising in vertical aquaponic farming. It grows baby leaves, aromatic herbs, microgreens and edible flowers without soil or pesticides, and produces a line of processed products – pestos, aromatic oils and rubs. www.thecircle.global