



Amvrosia

Foods Co.

TASTE THE LAND OF MYTH

The Greek food specialties company:

olive oils

olives

olive spreads

balsamic vinegars

Ready-to-use tomato sauces

natural herbs

OUR MISSION *is to give our customers around the world only the best food quality available from the Greek land.*



Amvrosia Foods Co.

Company profile



AMVROSIA FOODS is a privately owned company, founded and managed by a group of highly experienced professionals in FMCG, especially from Foodstuff Sector.

Based in Athens, AMVROSIA FOODS team travels extensively all over Greece and select local growers to get top quality materials for its products.

Team has also audited *local* co-packers, *certified with ISO and HACCP*, in order to ensure that the our final products will get into consumer homes as fresh as possible. Bottling of Olive Oil takes place in Athens. Olives and Olive Spreads are processed & packed in Agrinio. Herbs are collected and packed in Ithaca.

Flexible Supply Chain model enables for *high production capacity*. Company guarantees forecast delivery of thousand tones per item.



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The Customers

DELHAIZE  **GROUP**



AMVROSIA FOODS key customers are leading multinational retailers in Eastern Europe (mainly Romania and Bulgaria), like Delhaize, Auchan & Carrefour

Company also is working with one of the top HORECA distributors in Bulgaria and Romania, supplying products for local food chains

AMVROSIA FOODS has also expanded in China, being very active in Beijing area, especially in local Business Gifts market (extra virgin olive oil in special boxes)





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The Brands

Company is marketing 2 brands.

Spartans is the premium one for retail markets, reflecting the ancient Greek Olive oil making tradition. Items like Premium Extra Virgin Olive Oil, Gourmet olives in Pouches, Olive Spreads, Balsamic vinegars and natural herbs are marketed under Spartans brand.

Amvrosia is the mainstream brand under which company markets HORECA items like Pomace Olive oil & Extra Virgin Olive Oil in PET



SPARTANS



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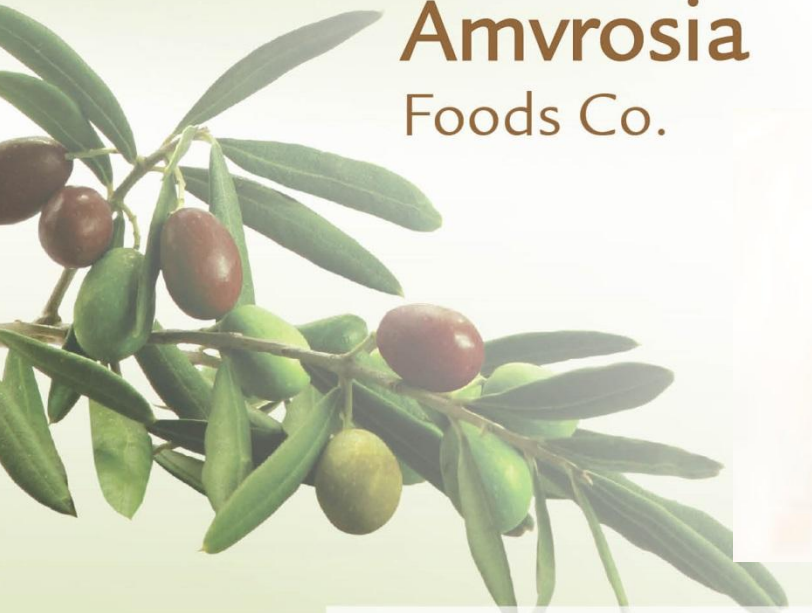
The Product Lines



	Retail	HORECA
Spartans Extra Virgin Olive Oil in glass bottle	X	
Spartans Olives- Gourmet Line in plastic pouches	X	
Spartans Olive Spreads in glass jars & tins	X	X
Spartans Herbs- Botanics line in kraft paper pouches	X	
Spartans Balsamic Vinegars & Creams in glass & PET	X	X
Spartans Gourmet Tomato Sauces in glass jars	X	
Spartans Olives in metal tins & plastic containers		X
Amvrosia Pomace & Extra Virgin Olive oil in PET & Tin		X

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Spartans™ Extra Virgin Olive Oil vs Italian and Spanish olive oils



Spartans™ is an exceptionally high quality olive oil, extracted from olives grown in Laconia historical area in South Greece, where the famous Spartans warriors lived and **made olive oil for thousands years**

- ✓ Olives grown in dry climate and rocky, mountainous terrain contain much more **antioxidants and vitamins**,
- ✓ Olives are collected by hand from the local farms,
- ✓ Olive oil is extracted FRESH, with the latest technology available, WITHOUT any thermal or other form of chemical processing,
- ✓ Bottled in dark glass bottles in a high tech bottling line
- ✓ Spartans Olive Oil preserves all its healthy ingredients, giving it a **STRONG AROMA & TASTE** and making it a SUPERFOOD

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Spartans™ Kalamata Olives – Gourmet Line



Spartans™ Kalamata olives are collected from Southern Pelloponese, the origin area of Kalamata variety, which is widely known for its firm flesh, strong aromas & dark skin colour

Apart from standard HORECA and Olive bar packs, AMVROSIA FOODS produces a special Gourmet Olives line:

- ✓ Innovative recipes like Kalamata Olives in Olive Oil (the traditional recipe of Greek villagers), Kalamata/Green Marinated Mix etc
- ✓ Packed in stand-alone, resealable and practical pouch bags of 210g
- ✓ 100% NATURAL, NO PRESERVATIVES INSIDE. NOT PASTEURISED like glass jar competitors

**RECIPES AVAILABLE: KALAMATA OLIVES IN OLIVE OIL,
MARINATED MIX KALAMATA/GREEN, GREEN FILLED WITH RED
PEPPER**

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Spartans™ Olive spreads- Gourmet Line



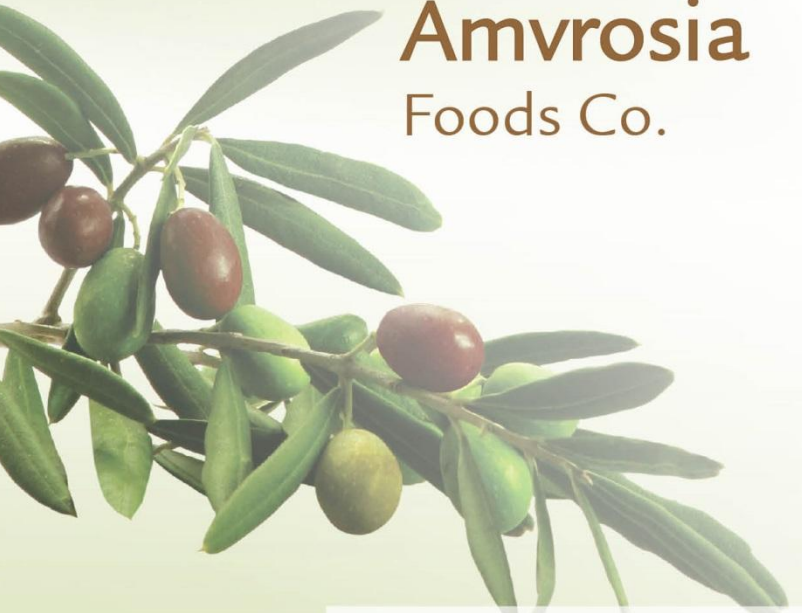
Spartans™ Olive Spreads are produced from the finest quality of Kalamata Olives and with the strictest HACCP and ISO standards

- ✓ Great taste products, especially the Feta Cheese item
- ✓ Packed with a carton sleeve which enhances visibility on the shelf and helps consumer understanding of the product
- ✓ 100% NATURAL, NO PRESERVATIVES INSIDE

RECIPES AVAILABLE: KALAMATA OLIVE SPREAD, KALAMATA LIVE SPREAD WITH FETA CHEESE

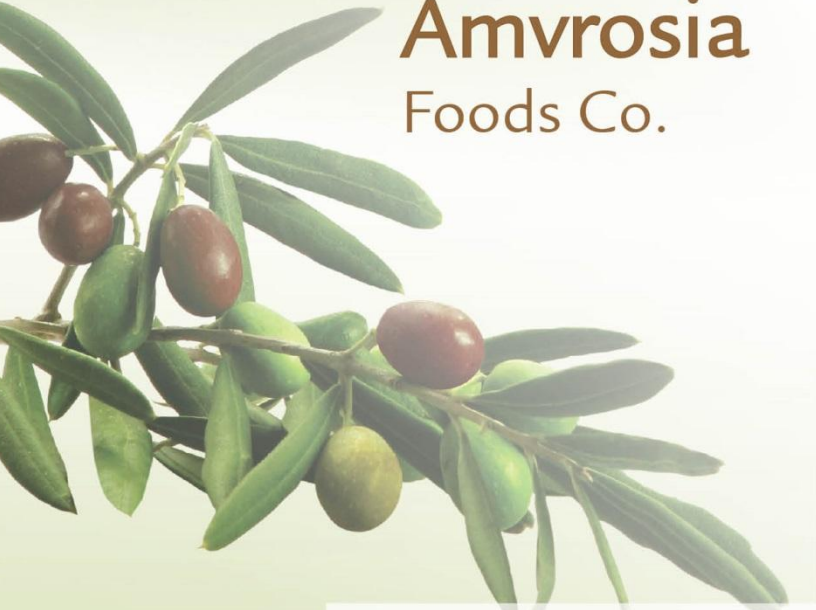
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Spartans™ Balsamic vinegars and Tomato sauces- Gourmet Line



- **Spartans™ Balsamic Vinegars & Creams** are produced from the finest greek grape varieties
 - ✓ Great taste & Premium packaging
 - ✓ GREAT VALUE FOR MONEY PRICING
 - ✓ Available in 2 recipes, traditional/black & white vinegar
- **Spartans™ Ready-to-use tomato sauces** with rich, mediterannean taste.
 - ✓ Cooked with the finest materials (extra virgin olive oil, spices, herbs, peppers & feta cheese) and pasteurized, so that they can season pasta, pizza, rices
 - ✓ Available in 2 unique recipes: Basilica, thyme & extra virgin olive oil and Feta cheese (spicy)

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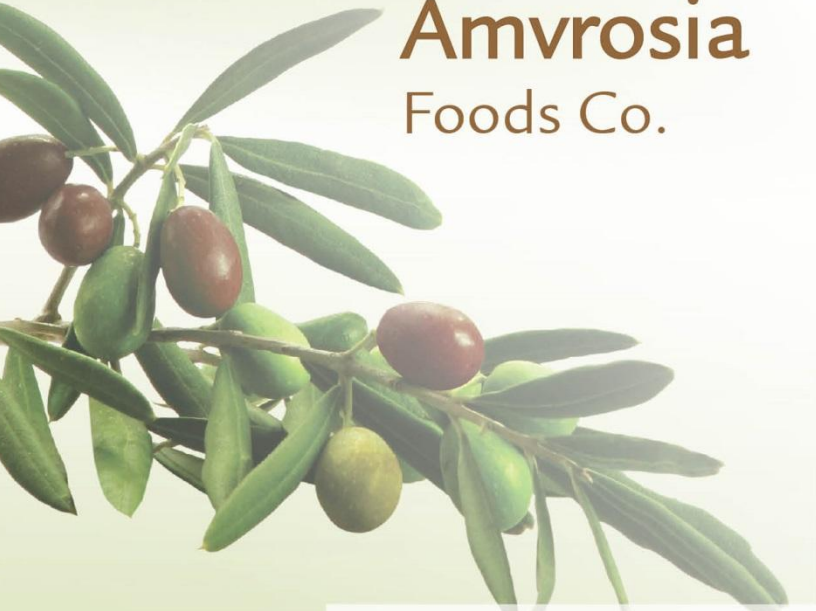
Spartans™ Natural herbs- Botanics Line

Spartans™ Natural Herbs are collected manually from the Greek Islands (apart from Mountain Tea, which, of course, is collected from Greek mountains, especially Olympus and Taygetus)

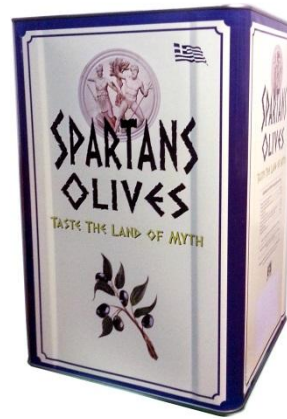
- ✓ Great Aroma and Taste. Greek Island environment gives to Spartans herbs an especially rich content of essential oils
- ✓ Products are 100% organic. Collected from the wildlife manually and packed by hand in hygienic, practical, resealable kraft-paper pouches. NO MECHANICAL PROCESSING at any point of production

ITEMS AVAILABLE: SAGE, MOUNTAIN TEA, BAY LEAVES, ROSEMARY

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Spartans™ Kalamata Olives – HORECA



Spartans™ Kalamata olives are collected from Southern Peloponense, the origin area of Kalamata variety, which is widely known for its firm flesh, strong aromas & dark skin colour

AMVROSIA FOODS is specialized in HORECA/Olive bar packs:

- ✓ Balanced recipe with brine and vinegar (6%), with the addition of a protective oil layer on top
- ✓ Hygiene and practical 12Kg/5Kg metal tins with safety valve to ensure proper transport and maintenance conditions

Olive Bar Supplier of major international retailers (Auchan, Carrefour, Delhaize)

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Amvrosia™ Extra Virgin Olive Oil and Pomace Olive Oil- HORECA



Amvrosia™ is also an AMVROSIA FOODS brand under which company markets a high quality and affordable Extra Virgin Olive Oil & Pomace Olive oil, all in PET packaging, ideal for HORECA channel

- ✓ Stable quality & organoleptics
- ✓ Value for money propositions for HORECA professionals
- ✓ Practical PET packaging

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Spartans™ commercial proposition
adds value to your customers
and enriches your assortment.



A winning proposition for retailers:

- ✓ **Differentiated & unique branding** : thousands of years of tradition
- ✓ **Protected Geographic Indication label**, endorsed by European Union recognizing ancient tradition of olive-oil making
- ✓ **Premium packaging**
- ✓ **Strong Marketing campaigns** in association with your marketing team,
- ✓ **Credit upon your needs.**

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Winning Promo Strategies

1. Enhance In-store visibility

Book End-of-Gondola displays or stand displays, ideally combined with a promo to the consumer



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Winning Promo Strategies

2. Provide value to shopper

Price-off promos, Instant win promos or, better, Cross-category promotions

Example: Buy 1 Spartans Olive Oil and Get Spartans Olives for FREE or Find the lucky cap and Win FREE olive oil for all year round etc

Always run promos in period of higher consumption: Xmas, Easter and Back to School/from Vacation (ie September)



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Winning Promo Strategies

3. Participate in Retailers Promotion Programs

Examples:

- Customer Loyalty programs (eg Collectable Cards for Kids)
- Mediterranean catalogues (featuring Mediterranean diet)

