



# **GREEK FOOD PRODUCTS ABROAD OPPORTUNITIES AND CHALLENGES**

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International Business Director  
Vivartia S.A.**





Vivartia is the largest Greek food and beverage company with superior products that serve the nutritional needs and eating habits of millions of consumers in Greece and abroad.

Vivartia is a proud ambassador of **Greek Nutrition** and an expert in producing **authentic Greek food** using authentic ingredients and unique, original recipes.

# Greek Strained Yogurt

- Healthiness



- Indulgence



The perfect balance



# Our D&LTa Genuine Grεek yogurt proposition

- Made with a **unique straining recipe** which reflects **the traditional way** Greek yogurt was made and is **strained not only once but two times**.
- Is made with **original, traditional, certified Greek cultures**.
- Has its *full* range awarded with the **iTQi award** for its high quality and excellent taste.



**DELTA**  
genuine Grεek yogurt





# DELTA

genuine Greek yogurt



genuine Greek yogurt



# HOME SHOPPING BROADCASTING EXAMPLE – S.KOREA

**LOTTE HomeShopping LIVE**

**DELTA 무지방 그릭요거트**

오직 더블에만  
2주 분말 배송

1세트 먼저  
2주 뒤 1세트 더!

가격: 21,500원 × 무수

자주 080-000-1000 | 실양 080-000-2000

주문 1번  
더블세트 인기

DELTA FOODS S.A./CHIA | 해진되면 다음 상품 바로 진행!

**LOTTE HomeShopping LIVE**

**DELTA 무지방 그릭요거트**

최대 장점  
100% 그리스  
직수입 완제품

매주 1회 항공 운송  
완전 신선하다!

가격: 22,300원 × 무수

자주 080-000-1000 | 스타트론 주문 | 바로TV | 15:12

DELTA FOODS S.A./CHIA | 직송합니다, 더블세트 해진이 예정입니다

최유리쇼 | 다양한 이쁜템과 신묘까지!

**LOTTE HomeShopping LIVE**

**DELTA 무지방 그릭요거트**

오직 더블에만  
2주 분말 배송

1세트 먼저  
2주 뒤 1세트 더!

가격: SOLD OUT

자주 080-000-1000 | 스타트론 주문 | 바로TV

369 스타트론 이벤트 : 1월 7만원 이상 구매 고객 대상

최유리쇼 | 다양한 이쁜템과 신묘까지!

**LOTTE HomeShopping LIVE**

**DELTA 무지방 그릭요거트**

오직 더블에만  
2주 분말 배송

1세트 먼저  
2주 뒤 1세트 더!

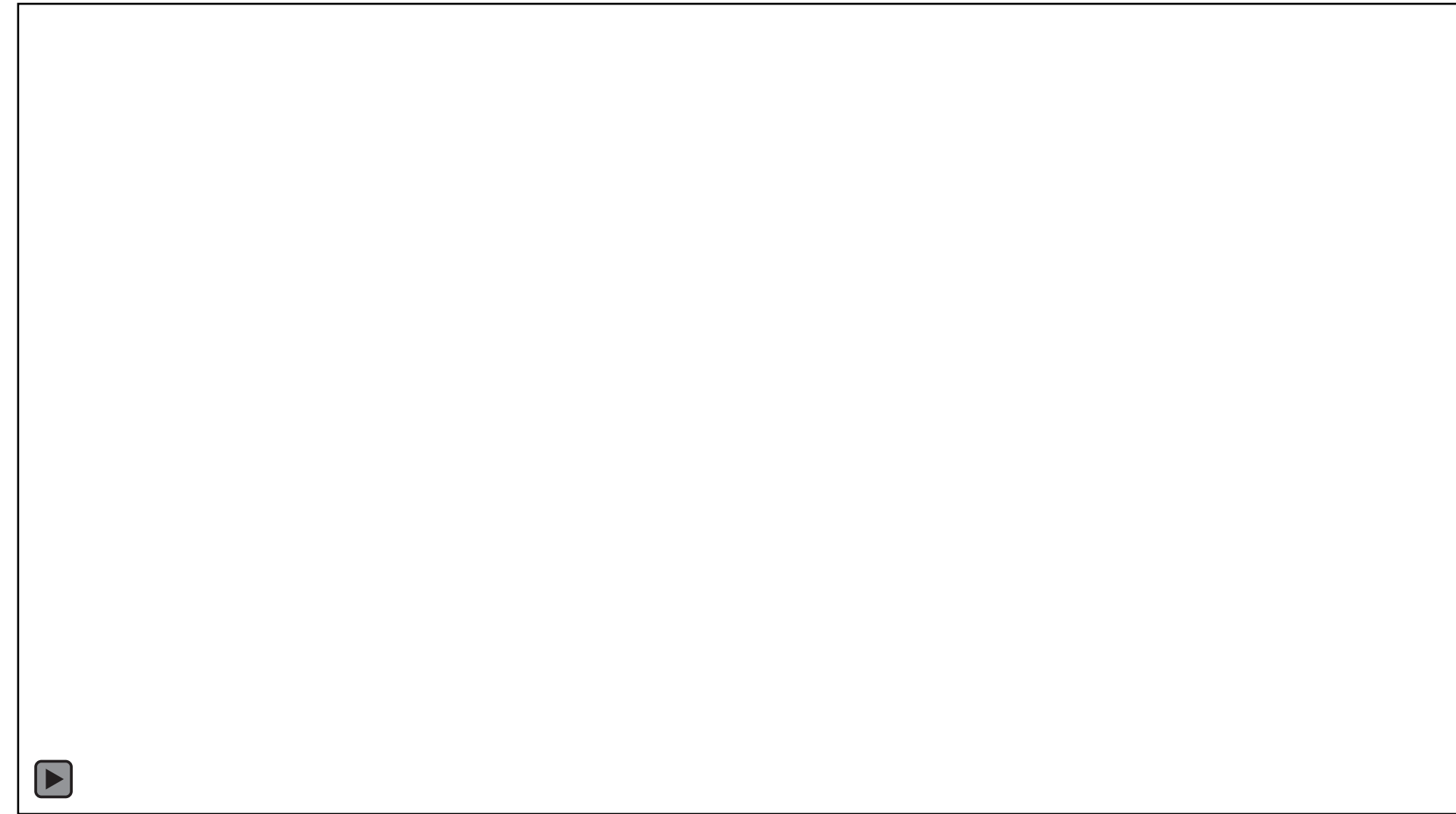
가격: 21,500원 × 무수

자주 080-000-1000 | 인터넷 주문 | lottemall.com | 32:56

DELTA FOODS S.A./CHIA | 신선도가 생명이라 준비된 수량이 적습니다

최유리쇼 | 다양한 이쁜템과 신묘까지!

# YOGURT PRODUCTS EXPORT ADVERTISEMENT





## DELTA Authentic Greek Cheeses

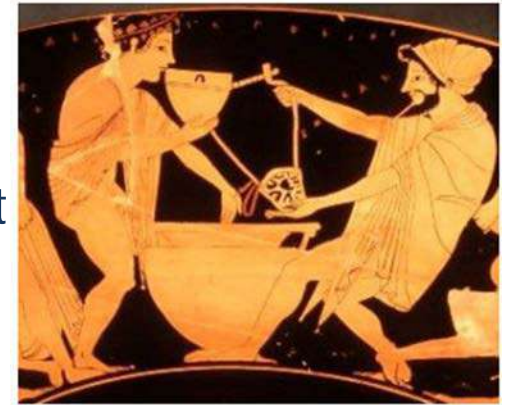


**DELTA**  
genuine Greek cheese



# The fundamentals of Feta Cheese

- Feta cheese has been a staple of Greek nutrition since the **ancient times** (references by Homer).
- It is produced **exclusively from sheep milk** and sometimes a mixture of mainly sheep and some goat milk (max 30%).
- It is mainly produced in the **mountainous areas of Greece** and has a **PDO status** in Europe.
- The cheese has to be **matured for a minimum of two months** and is preserved in brine.
- Feta cheese is a source of **protein, phosphorus and several vitamins (B12, B2, A, D)** and for those **with lactose intolerance**, Feta can be an important **source of calcium** all in one nutrient package.
- Greece has the **highest per capita cheese consumption: 32,6kg (ICAP 2011)** as it is not considered a food supplement but rather a food in itself.



# DELTA Feta Cheese

- It is produced exclusively at our plant situated at the **feet of Mount Olympus** in Central Greece, one of the most **renowned areas for feta** production.
- The milk is collected from **700 selected breeders** of sheep and goats that live and graze mostly in this defined geographical area. The breeders are **guided, supported and supervised by DELTA 's specialists**.
- Its rich, authentic taste has been consecutively awarded with the **3 star ITQI award** and for this performance received the **Crystal Award** in 2016.



**DELTA**  
genuine Greek cheese



# DELTA Authentic Greek Cheeses P.D.O.

DELTA's Feta cheese is produced exclusively from selected sheep and goat milk and is certified as P.D.O. product of premium quality. It is available in a piece and in cubes, in vacuum and in brine.



**DELTA**  
genuine Greek cheese



**ALESIS**

**AUTHENTIC GREEK BAKERY**



# ALESIS – Explicitly Greek



Brand and packaging that easily and distinctively portray the Greek origin of the offering:

- The special age-old craft from which the brand name is inspired.
- The colours and the clarity.
- The Greek pattern.
- The tables near the sea.
- The “hero” world-famous Greek ingredients.



# ALESIS Occasions

*For everyday consumption, during the week, for breakfast and dinner with the family;*

*As a snack, when a quickly prepared meal is needed;*

*More special occasions during the weekend when the family unites around warm aromatic pastry;*

*Regular choice when the kids need a snack;*

*Any time when the mother doesn't feel like cooking;*

*Parties and gatherings.*



# Pastry products

## Ready to bake Bites



## Ready to bake Pies



## Ingredients (Filo)





# What we offer

- One stop shopping for authentic Greek products
- Combination of the goodness of Greek nutrition, originality of Greek recipes and authenticity of ingredients
- Certified superior taste
- Continuous innovation and dependable supply chain guaranteed by the largest food company in Greece
- Our Multifunctional International Business Team can support sales to an international groups



**OPPORTUNITIES AHEAD  
FOR THE GREEK PRODUCTS  
IN GENERAL**



# GREEK FOOD PRODUCTS TODAY

## Strengths

Quality  
Taste  
Healthiness  
Pure ingredients  
Natural  
Care of the Greek people for food  
GI products

## Weaknesses

Small scale production, expensive  
Empirical versus trained  
Excellent as ingredients but few value added  
Ability to brand and sell outside Greece  
High shipment costs  
Trade barriers outside EU

## Opportunities

Leverage global trend for Greek products  
More free trade agreements  
Growing tourism  
Global Trend for authentic/small scale  
To receive best practices in agriculture  
from BIC countries  
To be organized in Consortia with self-  
regulation behind key categories

## Threats

Currency Fluctuation  
Infringements on known Greek products  
(e.g.. Greek feta, Greek yogurt)



# Being a Member of the High Level Missions

- Opened up new market opportunities
- Networking with partners within EU sharing knowledge, contacts and opportunities
- Having the opportunity to voice our opportunities challenges as producers and country representatives
- Lobbying
- Leveraging EU as the best “address” in the world



**Thank you**