



esti

LELIA FOODS S.A.





Extra Virgin Olive oil Tradition

More than any other Greek product, extra virgin olive oil has become synonymous not only with the Greek tradition but also with the Greek nutritional habits and culture. The Hellenes have always considered the olive tree to be sacred, since antiquity. Ever since - according to the myth - Athena, goddess of wisdom, offered to the citizens of Athens - the city that's been named after her- the olive tree as well as the know-how for its growing cultivation. By that time, the olive tree is considered to be:

**...a symbol of peace and victory,
a source of good health and longevity,
a symbol of divine protection, faith, hope and love,
a sacred gift of inspiration and creation...**

Olives have their roots not only deep into the Greek soil but also into Greece's soul. Greek extra virgin olive oil is one of the best in the world. Olives have found in Greece their favorite place. Every drop of Greek extra virgin olive oil is distilled knowledge and wisdom.





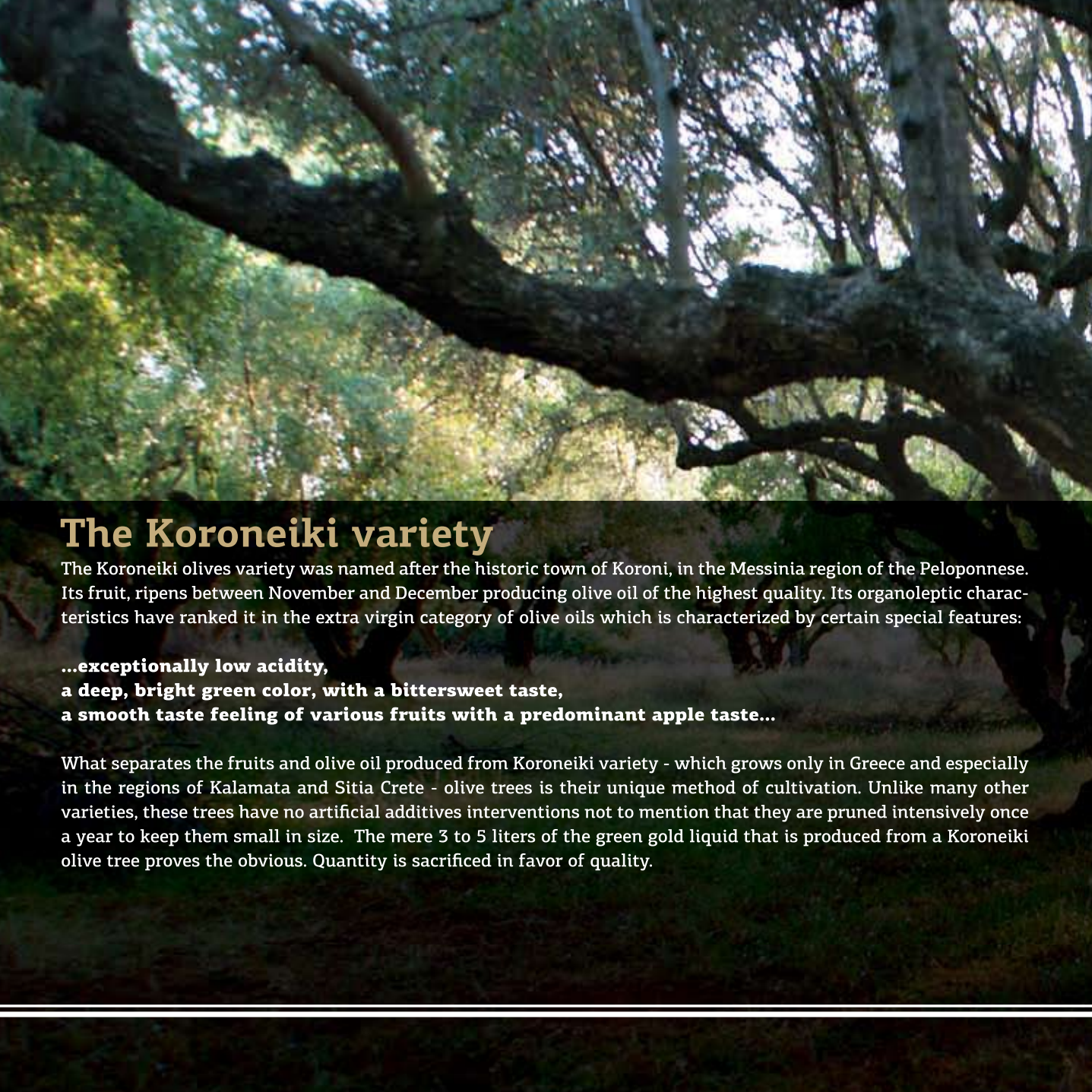
Extra Virgin Olive oil and Health

When it comes to choosing what type of fats is better to consume, extra virgin olive oil is a healthy choice. Mainly it contains monounsaturated fat - a "healthy" type of fat - that can lower the risk of heart disease by reducing the total and low-density lipoprotein (LDL) or "bad" cholesterol levels in blood while leaves intact the High-density lipoprotein (HDL) or "good" cholesterol levels.

On closer examination, this ancient liquid has proved to be more. Its health protective antioxidants, polyphenols, fight stress and aging-related diseases like high blood pressure not to mention the improvement of the function of arteries.

Extra Virgin Olive oil constitutes indisputably the very essence of health!

Extra Virgin Olive oil esti...good life!



The Koroneiki variety

The Koroneiki olives variety was named after the historic town of Koroni, in the Messinia region of the Peloponnese. Its fruit, ripens between November and December producing olive oil of the highest quality. Its organoleptic characteristics have ranked it in the extra virgin category of olive oils which is characterized by certain special features:

**...exceptionally low acidity,
a deep, bright green color, with a bittersweet taste,
a smooth taste feeling of various fruits with a predominant apple taste...**

What separates the fruits and olive oil produced from Koroneiki variety - which grows only in Greece and especially in the regions of Kalamata and Sitia Crete - olive trees is their unique method of cultivation. Unlike many other varieties, these trees have no artificial additives interventions not to mention that they are pruned intensively once a year to keep them small in size. The mere 3 to 5 liters of the green gold liquid that is produced from a Koroneiki olive tree proves the obvious. Quantity is sacrificed in favor of quality.



Mediterranean Diet

Mediterranean diet's virtues have been repeatedly praised by all expert nutritionists.

Extra Virgin Olive oil constitutes the very essence of this type of diet.

Mediterranean diet is also associated with sensible portions and slower eating.

People who follow this nutritional recommendation, have been characterized by a remarkable variety of health benefits, such as the drastic reductions in incidences of heart disease and different types of cancer, not to mention their immune systems' boost and the facilitation of their bowel functions.



The company – History

Olive growing in Greece, started mostly on small family estates, where a particular relationship is built between the olive growers and the olive trees, with respect and care as predominant features. It is a loving relationship that bears precious fruits.

Thus begins the history of our company, established by the Plemmenos brothers, in 1912, in Kalamata, a town of the Peloponnesse region in southern Greece, where the highest quality of olive oil is produced since ancient times.

By 1950, Plemmenos family dream of expanding the business to Athens came true. The new warehouse in Athens was supplied with olive oil directly from the family mill in Kalamata.

This expansion helped the company to start selling its products to new markets. By 1960, Plemmenos olive oil became world famous thanks to exports to all five continents. In 2009, our company was acquired by IFANTIS GROUP, a leading Greek food-group. The new brand “esti” was successfully introduced in 2010. Since 2010, “esti” has grown into an international brand sold in more than 20 countries. Esti product range includes Olives, spreads and more, in addition to a broad range of extra virgin olive oils. In 2013 the company acquired ROI SA, a Greek Olives company, leader in the domestic market. In 2014, the two companies were merged creating the new company Lelia Foods SA.



P.D.O. (Protected Designation of Origin)

A Protected Designation of Origin (PDO) is part of the Protected Geographical Status system in the European Union (EU). This framework is designed to protect the integrity of European food and drink by carefully legislating the labeling of certain European products.

When something is given a Protected Designation of Origin, it means that only items produced in a specific area in a particular way may bear that label in the European market. For example, Kalamata Olive Oil has a PDO label, meaning that extra virgin olive oil produced in a specific style in the Greek region of Kalamata may be labeled as “PDO KALAMATA Extra Virgin Olive Oil”

Certifications

ISO 22000:2005 & FSSC 22000

IFS (International Featured Standards)

Certification for the production of Protected Designation of Origin (P.D.O.) Olive Oil

Certification for the production of organic products

Certification for the production of Kosher products



esti Awards

Silver Award Japan Olive Oil Competition 2016
for esti Early Harvest extra virgin olive oil



Silver Award New York International Olive Oil Competition 2015
for esti Kalamata PDO extra virgin olive oil



Gold Award New York International Olive Oil Competition 2014
for esti “early harvest” extra virgin olive oil



1 Star Gold Award, UK, “Great Taste Awards 2013”
for esti Early Harvest extra virgin olive oil

1 Star Gold Award, UK, “Great Taste Awards 2012”
for esti PDO Kalamata Extra Virgin Olive Oil

1 Star Gold Award, UK, “Great Taste Awards 2012”
for esti Organic Kalamata olives

1 Star Gold Award, UK, “Great Taste Awards 2012”
for esti Organic Balsamic Vinegar

1 Star Gold Award, UK, “Great Taste Awards 2011”
for esti Organic Kalamata PDO Extra Virgin Olive Oil



Gold Award “L.A. International Extra Virgin Olive Oil Competition 2013”
for esti “Early Harvest” Kalamata PDO Extra Virgin Olive Oil

Bronze Award “L.A. International Extra Virgin Olive Oil Competition 2012”
for esti Extra Virgin Olive Oil

Silver Award “L.A. International Extra Virgin Olive Oil Competition 2012”
for esti Kalamata PDO Extra Virgin Olive Oil



Gold Award Terra Olivo 2012 Mediterranean International Olive Oil Competition
for esti Extra Virgin Olive Oil

Gold Award Terra Olivo 2012 Mediterranean International Olive Oil Competition
for esti Kalamata PDO Extra Virgin Olive Oil

Gold Award Terra Olivo 2011 Mediterranean International Olive Oil Competition
for esti Organic Kalamata PDO Extra Virgin Olive Oil

Gold Award Terra Olivo 2011 Mediterranean International Olive Oil Competition
for esti Extra Virgin Olive Oil



esti Products

esti Extra Virgin Olive Oil

An Extra Virgin Olive Oil from Koroneiki variety of olives which grow in the abundant olive cultivarum of Mani, a region of Messinia, at the foot of Mt. Taygetos. Olives are handpicked from November until Christmas and their juice is extracted, just a few hours after harvest. This olive oil's very low acidity and rich content of polyphenols make it a superior quality, exquisite extra virgin olive oil. It has a deep, bright green color and a fruity, bittersweet taste which coexists with a soft essence of fruits, with a predominant apple taste.



esti Kalamata PDO

A premium Extra Virgin Olive Oil with Protected Designation of Origin (PDO), produced exclusively from Koroneiki variety of olives which grow only in Kalamata region. This superb olive oil, boasts unprecedented organoleptic characteristics some of which are its green color and the distinctive aroma of freshly-cut olives. It is this freshness of the olives combined with notes of apple taste, almonds and spices that make its aroma unique.



esti "Early Harvest" Extra Virgin Olive Oil

An exceptional Extra Virgin Olive Oil produced only in early November, from the finest handpicked Koroneiki variety of olives which are grown in a small mountainous village of Mani region in Kalamata and they are cold-extracted a few hours after harvest. It has a deep, brilliant green color, characteristic aroma, magical and balanced taste between bitter and spicy, leaving an aftertaste of amazing duration. Its production is limited.





esti Sitia Lasithiou Crete PDO Extra Virgin Olive Oil

A premium Extra Virgin Olive Oil with Protected Designation of Origin (PDO), produced exclusively from Koroneiki variety of olives which grow only in Sitia region in Crete Island. This superb olive oil is worldwide famous for its rich intensely fruity flavor. It is delicate, well-balanced while leaving a slight peppery aftertaste which makes it the perfect finishing oil.



esti Organic Extra Virgin Olive Oil

A premium Extra Virgin Olive Oil, produced exclusively from handpicked organic olives. Its bright green color, the distinctive bittersweet taste with the fresh aroma of various fruits make it just perfect.



esti Balsamic Vinegars

esti Balsamic Vinegar is produced from Roditis grapes, an ancient indigenous variety that grows in mountain slopes of Aigialia - and also from the legendary Corinthian raisin-. The result is a well - balanced balsamic vinegar with sweet sherry notes leaving an aftertaste of red fruits.

esti Organic Balsamic Vinegar is produced from Greek organic grapes of the Agiorgitiko variety which is cultivated in organic vineyards of Nemea. A superb balsamic vinegar with bright acidity combined with a very evolved flavor profile that brings out both a rich fruity, and a wonderfully balanced sweetness that makes it memorable. Exquisite.



esti Kalamata PDO Olives

esti Kalamata PDO Olives are hand selected with Protected Designation of Origin (PDO). These exquisite table olives in brine boast a rich, fruity taste. They are naturally ripened and harvested from November till early January.

esti Kalamata Pitted Olives are hand selected olives. These exquisite table olives in brine and vinegar boast a rich, fruity taste. They are naturally ripened and harvested from November till early January.

esti Organic Kalamata Olives are hand selected from olive trees growing organically. These exquisite table olives in brine and vinegar boast a rich, fruity taste. They are naturally ripened and harvested from November till early January.



esti Green Olives

esti Green Olives are hand selected, immersed in brine and lemon juice. You may add these superb olives from the famous Halkidiki variety to martinis, pasta, and salads.

esti Organic Green Olives are hand selected from olive trees grown organically. They are immersed in brine. You may add these superb olives from the famous Halkidiki variety to martinis, pasta, and salads.

esti Green Olives stuffed with natural Red Pepper are large olives with smooth and buttery flavor. You may add these superb hand-stuffed olives from the famous Halkidiki variety to martinis, pasta, and salads.



esti Kalamata Olive Spreads

esti Kalamata Olive Spread comes from finely minced Kalamata olives blended with a bunch of oregano from Taygetos mountain and **esti extra virgin olive oil**. It becomes the perfect spread on bread, crackers, sandwiches and a tasty sauce for pasta, seafood and meats.

esti Organic Kalamata Olive Spread comes from finely minced organic Kalamata olives, handpicked exclusively from organic groves. The combination of organic oregano from Taygetos mountain and **esti organic extra virgin olive oil**, make its flavor just perfect. The best choice for anyone who wants a healthy, natural taste.



esti Natural Salt

esti Natural Sea Salt (Fleur de Sel) is the epitome of finishing salts, it comes from Mani region of Greece. During summer, local fishermen collect only the young crystals that form naturally on the surface of salt evaporation ponds in the rocky coast of Mani. It is ideal for salads, cooked fresh vegetables and grilled meats.



esti Natural Sea Salt with Fennel and Rosemary is produced from the mixture of our “fleur de sel” with freshly harvested herbs from the Greek countryside. It is ideal as a finishing salt in cooked fresh vegetable and grilled meats but it is also an opportunity to get more creative with your cooking.



esti Roasted Red Pepper Spread

esti Roasted Red Pepper Spread is a delicious blend of the famous roasted Florina peppers in a savory tomato sauce. It is ideal for pizza toppings, grilled meats, dips and burgers.



esti Hot Pepper Spread is a delicious blend of freshly harvested hot chili peppers in a savory tomato sauce. It is ideal for pizza toppings, grilled meats, dips and burgers.





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