VRS

VALUATION & RESEARCH SPECIALISTS

SECTOR REPORT

The olive oil sector in Greece, supply and demand forces, characteristics of olive farming and olive oil production, the olive oil bottling and branding sector in the country, the global olive oil market, comparison between Greece and other olive oil producing countries

MARCH 2014

In co-operation with the Greek Association of Industries and Processors of Olive Oil

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PREPARATION OF THIS SECTOR REPORT

Type of sector report: Presentation and brief analysis of sector's historical developments based on interviews with olive oil processors and on secondary research. Full citation of original sources and databases of olive oil associations in Greece and internationally is presented.

Period under examination: 2000 - 2013

Period during which the research was performed: August 2013 – March 2014

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PURPOSE OF THE REPORT

The purpose of the report is to:

- Present the Greek olive oil market, its key characteristics, statistics and historical developments;
- Demonstrate the importance of bottled and branded olive oil as a potential driving force of Greek market's extrovert profile and the sector companies' export strategy in the global market place;
- Highlight comparisons between the Greek olive oil sector and the major international olive oil markets;
- To present the role as well as the mission of the Greek Association of Industries and Processors of Olive Oil (SEVITEL).

CONCLUSIONS

The following conclusions can be drawn from this report:

- The Greek olive oil sector belongs to one of the strongest growing and at the same time most resilient sectors within the international food industry.
- Structural weaknesses in the Greek olive oil sector have led to the augmentation of the bulk olive oil market in Greece over the years.
- Greece has been developing a more extrovert and export oriented strategy over the past years, which is now in "acceleration mode". The corner stone of this strategy is the bottled and branded olive oil.
- Greek olive oil's high quality along with effective packaging and marketing strategies is a perfect combination for the sector to create a Greek brand-name olive oil in the global market place.

Important Note: The sector report was prepared by VRS in cooperation with SEVITEL which is the Greek Association of Industries and Processors of Olive Oil.

GLOBAL OLIVE OIL MARKET

The views of key executives in the olive oil market as well as recently published surveys highlight the global olive oil sector as one of the strongest growing and at the same time most resilient sectors within the food industry. Olive oil which is a major component of the Mediterranean diet as it presents unique health properties, has also started appealing as food ingredient to many other countries across the globe. Major production of olive oil takes place in Mediterranean soil. There have been also notable efforts on behalf of overseas countries, such as the US, Chile, South Africa, Australia and Argentina, to boost the cultivation of olive oil but for the time being their production output is limited as compared to the Mediterranean countries.

The largest producer and exporter of olive oil in the world is Spain, followed by Italy and Greece. In terms of consumption, the three largest markets are Spain, Italy and US, with the BRIC countries (Brazil, Russia, India, China) demonstrating notable growth characteristics.

Especially in the cases of India and China, latest surveys have shown that these markets are on the way to become two of the largest consumers of olive oil in the world in the not too distant future due to changing views about olive oil's health benefits and also due to people's acceptance of olive oil as cooking oil.

With the production of olive oil mostly located to a specific geographic region, the pricing of the product is naturally experiencing major fluctuations from year to year due to production and cultivation interruptions and due to other events mostly related to weather conditions.

Global Olive Oil Market Drivers

	2010	2015 e
Supply Side (in million T)	3.2	3.3
Demand Size (in million T)	3.0	3.5
Pricing (€/kg)	1.9	2.6

Source: International market surveys, Eurostat, Faostat.

Note: The unit of mass mostly used throughout this report is Metric Ton / Tonne (or MT, mt, T), which equals with 1,000 kilograms.

World Olive Oil Market

1,000 tonnes	2000/01	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Production	2,565	2,712	2,668	2,973	3,075	3,407	2,508
Consumption	2,591	2,755	2,832	2,902	3,061	3,210	3,137

Source: International Olive Council, United States International Trade Commission, USITC Publication 4419, August 2013.

European Union's Olive Oil Market

1,000 tonnes	2000/01	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Production	1,941	2,119	1,939	2,225	2,209	2,444	1,533
Consumption	1,835	1,866	1,856	1,846	1,867	1,917	1,857
Extra-EU Imports	127	161	95	76	79	86	91
Extra-EU Exports	291	357	37	440	481	509	542

Source: International Olive Council, United States International Trade Commission, USITC Publication 4419, August 2013.

Major Olive Oil Producing Countries

Spain
Italy
Greece
Tunisia
Syria
Turkey
Morocco
Portugal
Algeria
Jordan
Chile
Australia
Lebanon
Argentina
USA

SUPPLY FORCES IN THE INTERNATIONAL OLIVE OIL MARKET IN 2013 – POSITION OF GREECE

According to Oil World[1] [2], global production of pressed and residue olive oil was to recover by 29% to 3.3 million tons in 2013/14, posting a notable surge but not as much as previously expected. Spanish production was estimated at 1.66 million tons from 710,000 tons in the previous season when it was affected by serious draughts. The higher year-on-year Spanish production would offset the decreasing production levels of other regional markets such as Greece and Tunisia.

Spain and Italy commanded almost 60% or higher of the global olive oil production based on historical trends in the past 5 years, whereas with Greece included the share exceeds 70% on average.[3] The three countries represent 60% of the global olive oil consumption, whereas their share in global exports ranges between 70%-80%.

The following table highlights estimated production levels of the international olive oil market and of the Greek market:

in million T	2013/14	2012/13
Global Production	3.30	2.59
Greek Production	0.23	0.36
Share of Greek Market	7%	14%

Source: Oil World.

[1] Oil World is an independent forecasting service for oilseeds, oils and meals based in Hamburg, Germany. Headline as of January 3, 2014.
[2] Source: Bloomberg.
[3] International Olive Council.

GREEK OLIVE OIL MARKET

Greece is the third largest producer of olive oil in the world and possesses the highest per capita consumption of olive oil. As result the greatest part of the produced olive oil is consumed domestically, and the remainder is exported mainly as bulk olive oil, to Italy as well other destinations, for blending purposes.

Various structural weaknesses of the domestic olive oil market are responsible for Greece not having developed and successfully promoted an internationally recognized "Greek olive oil" brand. A first structural problem relates to the high fragmentation of the market on the farming and processing level. This element does not allow participants to take coordinated efforts in order to build a strong branding strategy for the product. A second weakness of the market relates to the high production cost which makes difficult for Greek firms to invest in bottling and marketing activities.

Olive Oil Supply Chain in Greece

The following figure presents the key phases of olive oil's production, processing and marketing in Greece.

Olive Farmers ------> Olive Oil Mills (Processors)
------> Refiners (only for low quality grades of olive oil)
------> Olive Oil Bottlers (Branding and Marketing) ------> Consumers

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Olive Farming and Olive Oil Production Characteristics

In Greece the broader collection process of olives is labor intensive as groves are tended by individual farmers and olives are hand-picked. There are many small groves with traditional planting densities on difficult terrain and inaccessible mountainous areas from which olives are collected and handed out to mills and specialized olive oil processors. These processors mainly deal with the extraction of bulk oil, as there is generally limited bottling and branding of the domestically produced olive oil in Greece.

Over 90% of Greece's extra virgin olive oil is produced in the areas of Peloponnesus and Crete.

Olive Oil Processors per Area in Greece

Season 2012/13 (records as of April 30, 2013)

Area	Number	Percentage of Total
Peloponnese	143	36.6%
Crete	96	24.6%
Attica County	34	8.7%
Central Greece	33	8.4%
Aegean	21	5.4%
Central Macedonia	16	4.1%
Eastern Macedonia and Thrace	16	4.1%
Ionian Islands	17	4.3%
Epirus	5	1.3%
Thessaly	10	2.6%
Total	**391**	**100%**

Source: Greece's Agriculture Ministry.

In terms of olive farming and olive oil production in Greece, the following characteristics can be identified in synopsis:

- There is high number of small groves, typically smaller than 1 hectare;
- Most farms have a low yield in olive oil production;
- There is large number of olive oil mills, the majority of which are not viable;
- Most of the olive oil mills are located in notable distance from the country's largest urban centers;
- Virgin olive oil is the most favorable product;
- Production cost is relatively high as compared to other neighboring markets;
- Quality is medium to high although the product is mostly available on bulk form;
- There is lack of commercial and marketing expertise and there is limited access to international points of sales;
- The produced olive oil is mostly exported as a "no name" product on bulk form.

The above can be also seen as competitive disadvantages of the Greek olive oil sector in the international trade environment.

Greek Olive Oil Market

In 1,000 tonnes	1990/91	2000/01	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13 [e]
Consumption	204	270	270	264	229	229	228	200	200
Production	170	430	370	327	305	320	301	295	358

Source: International Oliv e Oil Council.

Types or Grades of Olive Oil

The basic types or grades of olive oil are presented below:

- Extra virgin olive oil
- Virgin olive oil
- Olive oil composed of refined olive oils and virgin olive oils
- Olive-pomace oil

Extra virgin olive oil comes in four sub-types:

- Extra virgin olive oil (regular)
- Organic extra virgin olive oil
- Protected Designation of Origin (PDO)
- Protected Geographical Indication (PGI)

Bulk Olive Oil Market

The bulk olive oil in Greece represents more than 80% of the country's olive oil production and is consumed as such to a very high percentage. Bulk olive oil is both exported and utilized by domestic bottlers to produce final branded products.

The high fragmentation of the Greek olive oil production market, meaning there are numerous small size collectors of olives and processors of bulk olive oil in the country, is among the major factors responsible for the development of a huge bulk olive oil market in Greece. In other Mediterranean countries such as Spain, the collection of olives and the processing for the extraction of olive oil is performed by large scale units / companies, thus leaving small space for smaller independent processors to extract bulk products. Contrary to markets such as the Spanish one, in Greece the olive oil volumes produced are in the hands of an increasingly higher number of small processors and distributors. As result, there is no common ground or interest to channel the output of olive oil to large scale processors or bottlers dealing with branded olive oil products.

The domestically produced bulk olive oil is generally considered to be of good quality and is a product traditionally well accepted by Greek consumers as well as in the international market place where it is exported mostly for blending purposes.

However bulk olive oil in Greece is mostly produced by localized mills which lack the highest level of quality expertise or are not fully upgraded to deliver the best possible production result. Consequently there is a steadily growing concern about the product's ability to abide by the required quality standards over the longer run as these standards become stricter and require constant control policies by the processors.

Recent surveys and scientific tests have shown a significant diversion from the internationally established quality standards for the bulk olive oil that is produced and circulating in the Greek market. Based on past surveys, 7 out of 10 sample tests had indicated downgraded and adulterated products. According to the country's association of olive oil bottlers, SEVITEL, the illegal mixing of olive oil with other oils is not easily traceable and consequently this creates a strong motive for altering the quality of the bulk olive oil in the Greek market.

Greek Market's Consumption Structure

From an average production output of 250,000 tons of olive oil per season in Greece, SEVITEL estimates that 35,000-40,000 tons end up as branded product on super market shelves, 20,000 tons are channeled as branded product to the international market, and the remaining tons are self-consumed as bulk product by the olive oil processors and their local communities, or sold as bulk product with low quality standards in the domestic market.

Season 2013/14

According to SEVITEL (Greek Association of Industries and Processors of Olive Oil), the season 2013/14 is expected to deliver significantly lower olive oil production in Greece following a more productive previous season. Although there are no clear indications at this stage, pricing of olive oil may gain some momentum as result of the lower supply in the market. Initial estimates by market participants point out that olive oil production may contract by even 50% on seasonal basis.

Note: A marketing year spans from October 1 to September 30 the following year.

FIGURE 1: Greece - Exports' Breakdown by Country in 2012

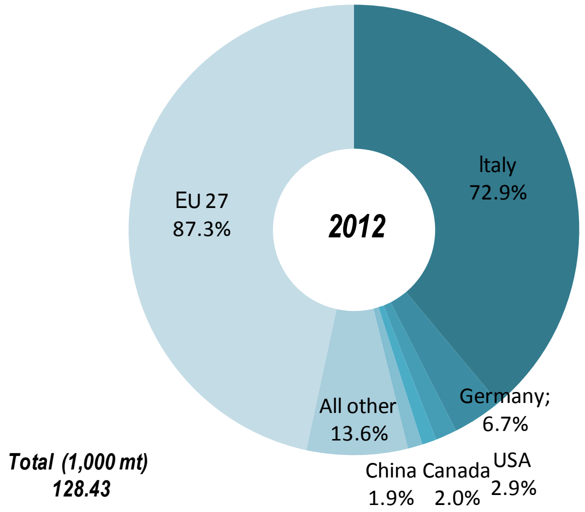
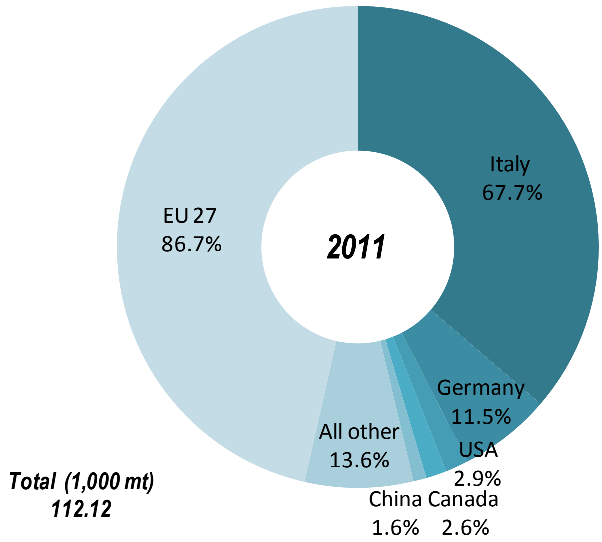


FIGURE 2: Greece - Exports' Breakdown by Country in 2011



Source: United States International Trade Commission, USITC Publication 4419, August 2013
Olive Oil: Conditions of Competition between U.S. and Major Foreign Supplier Industries

OLIVE OIL MARKET – GREECE vs. SPAIN and ITALY

(Comparison may include additional countries)

Production and Consumption Characteristics in Spain, Italy and Greece

(MY 2011/12)	Spain	Italy	Greece
Total oil olive acreage	2 million ha	1.1 million ha	0.621 million ha
Average olive farm size	5.3 ha	1.3 ha	1.6 ha
Olive yield	2,980 kg/ha	2,760 kg/ha	2,100 kg/ha
Total number of mills	1,740	5,000	2,200
Bottling Activity	Mainly domestic bottling activity	International center for large bottlers	Limited bottling market
Consumption per capita	14 liters	13 liters	20 liters

Source: International Olive Council, market surveys.

Note: One hectare (ha) is equivalent to 2.471 acres or ~10,000 m2 (1 acre equals with 4,046.86 m2).

Farming, Product and Pricing Characteristics in Spain, Italy and Greece

	Greece	**Spain**	**Italy**
Olive Farming as % of Total Farming	20%	-	-
Number of Olive Trees Utilized	135 millions	-	-
Bottled Olive Oil as % of Total Production	20%	50%	75%
Bottled Olive Oil as % of Total Exports	25%	55%	97%
International Size in Olive Oil Production	3'	1'	2'
International Ranking in Olive Oil Product Quality	1'	-	-
Extra Virgin Olive Oil as % of Total Production	>75%	30%	45%
Indicative Historic Price/kg of Exported Olive Oil	2 € / Kg	2 € / kg	3 € / kg
Indicative Historic Revenue of Olive Farmers per kg of Olives	€ 0.70	€ 0.70	€ 0.70
Indicative Historic Olive Farming Cost per kg of Olives	€ 0.65	€ 0.55	€ 0.60
Subsidy Granted per kg of Olives	€ 0.25	€ 0.18	€ 0.21
Turnover of Olive Oil Bottlers (average estimate)	€ 0.5 millions *	€ 7.5 millions	€ 1.5 millions

Source: Various surveys.

* Note: Small turnover is due to Greek market structure which is characterized by large exports of bulk olive oil and not bottled / branded one.

FIGURE 3: Olive Oil's Production Approach in Greece vs. Spain

GREECE	SPAIN
Inaccessible mountainous areas Limited mechanization Intensive cultivation of olives	Greater mechanization Extensive cultivation of olives
↓	↓
Time intensive olive oil production Higher production cost	Time efficient olive oil production Lower production cost
↓	↓
High quality of extracted olive oil *(80% of domestic production is extra virgin olive oil)* Weak branding and marketing	Medium to high quality *(20% of domestic production is extra virgin olive oil)* Strong branding and marketing *Spain is the largest industrial producer in the world*

Source: Market surveys.

FIGURE 4: Olive Oil Value of Total Agricultural Production (2000-2010), Source: Eurostat

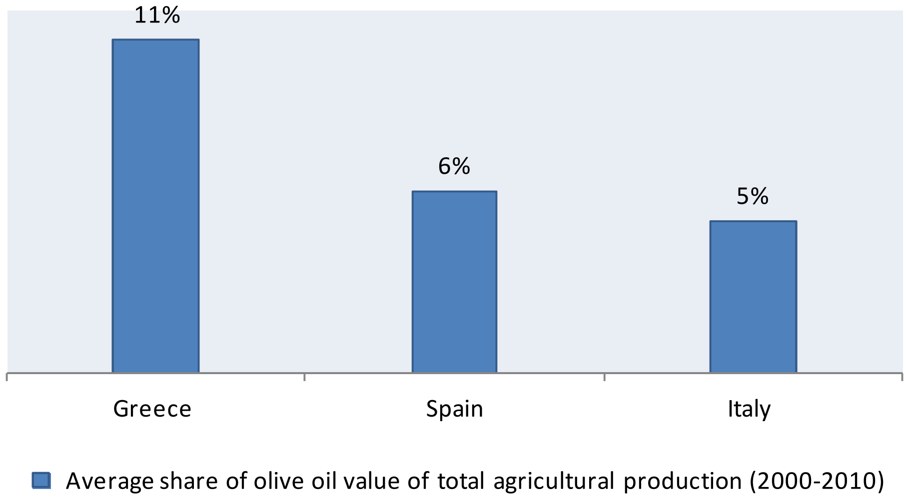
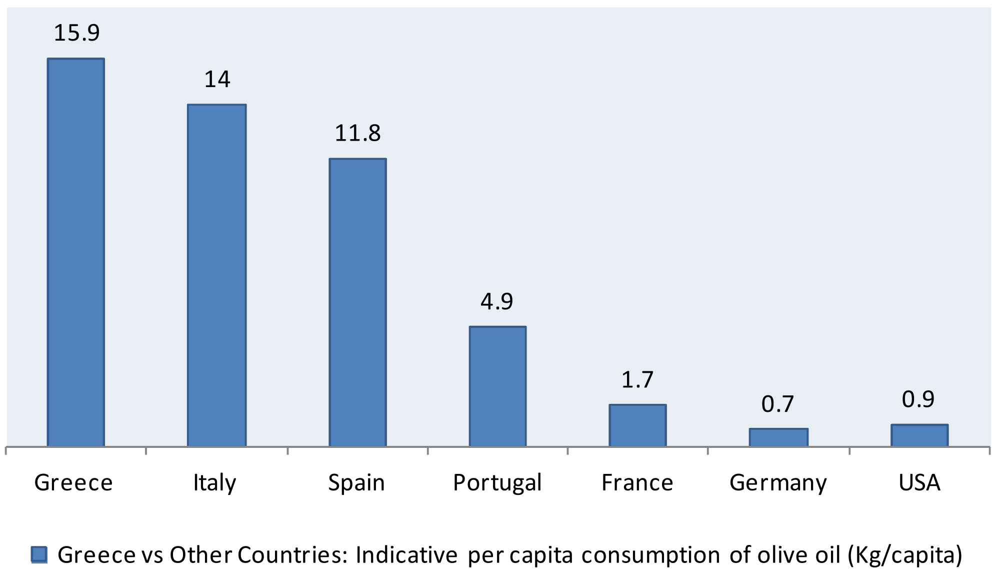
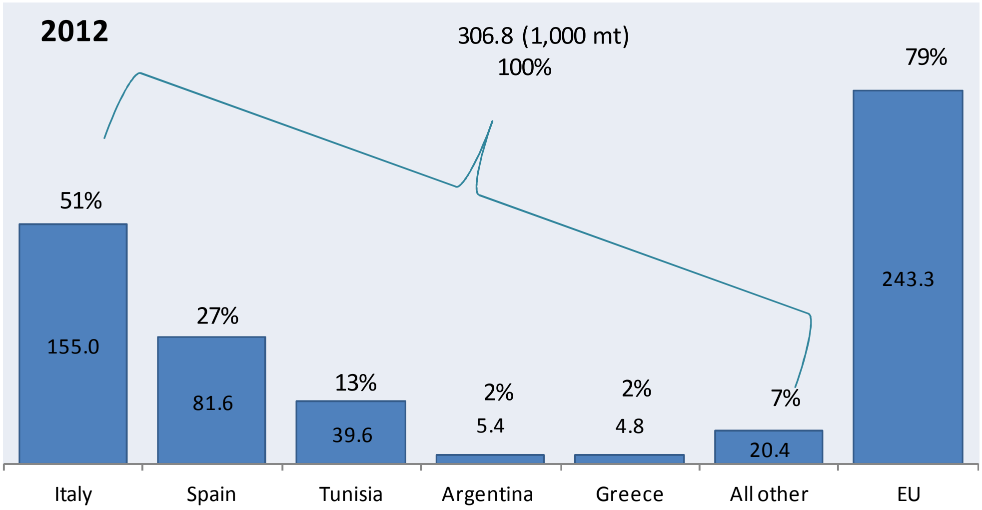


FIGURE 5: Greece vs. Other Countries: Indicative per Capita Consumption of Olive Oil



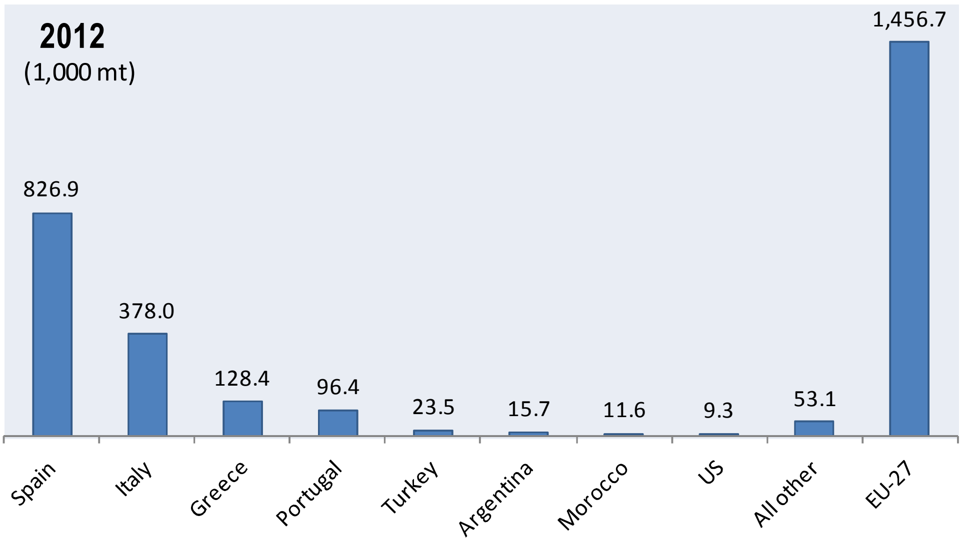
Source: International market surveys.

FIGURE 6: US Imports by Country for Year 2012 (in 1,000 metric T & as %)



Source: United States International Trade Commission, USITC Publication 4419, August 2013.

FIGURE 7: World Exports of Olive Oil by Country



Source: United States International Trade Commission, USITC Publication 4419, August 2013.

GREEK OLIVE OIL BOTTLING AND BRANDING SECTOR CURRENT SITUATION, TRENDS AND DEVELOPMENTS

Olive oil bottling (or packaging), branding and marketing constitutes a growing segment of the olive oil sector in Greece. However it has not yet exploited its full growth potential due to the existence of the large domestic bulk olive oil market, with consumers especially outside the country's large urban centers traditionally purchasing bulk and not bottled olive oil. Therefore demand for bottled and branded olive oil[4] is especially low in the rural country and it is lower than expected in the urban centers. One factor responsible for this trend is related to the consumer's impression that bulk olive oil is authentic and pure as compared to the "processed" bottled and branded olive oil.

The olive oil bottling, branding and marketing segment is represented in both Greece and the international market by SEVITEL, the Greek Association of Industries and Processors of Olive Oil. SEVITEL was among the first authorities in Greece to advocate the need for a "Greek brand-name olive oil" that enables the sector to adopt an extrovert strategy, target revenues based on the product's premium characteristics and thus penetrate the international market more effectively. So far, exports of Greek bottled olive oil are directed into channels with low sale growth potential and not into the mass markets such as food retail chains. Certainly this is a direct result of the way olive oil is domestically produced and marketed but the bottom line remains that the presence of Greek brand-name olive oil in the international market has been minimal for many years. On contrary, the international consumer is more inclined to look for and finally select Italian and Spanish olive oils.

With the aid of SEVITEL and other state and institutional authorities in Greece, Greek exports of olive oil have recorded a significant increase over the past 10 years. The efforts that have been made so far to elevate Greek olive oil's image and positioning in the international market aim at the following objectives:

- To persuade the international consumer that Greek olive oil is not only of high quality but also tasty;
- To constantly demonstrate the health benefits of olive oil in general;
- To promote the idea that Greek olive oil lacks no positive attributes as compared to the world established Italian and Spanish olive oils;

[4] Bottled and branded terms are used identically throughout this report to denote the specific product category of olive oil.

- ❖ To increase awareness of the Greek olive oil as bottled and branded product;

Major Targeted Geographic Markets for the "Greek Olive Oil Brand" in the Long-Term

North America
China
Japan
India
Middle East

Source: SEVITEL.

Key Challenges for the Industries and Processors of Olive Oil [5]

The key challenges that the Greek Association of Industries and Processors of Olive Oil (SEVITEL) have identified in the domestic market are the following:

- The circulation and trading of the 17 kilogram bulk olive oil bucket, which is an unbranded product, generates the strongest competition for the industries and processors of olive oil in Greece.

- Only a small part which accounts for 35,000 tons, of the aggregate Greek olive oil production is sold as bottled / branded olive oil in the domestic market.

- There is a significant market of bulk "no name" olive oil in Greece. According to SEVITEL, bulk "no name" olive oil does not possess the appropriate quality standards. Furthermore, 45,000 – 60,000 tons of bulk olive oil is mainly traded in the country's "grey" market.

- Less than 20,000 tons of bottled / branded olive oil is exported which signals the lack of a cost effective bottling sector in Greece and also implies the ineffective branding and marketing of the Greek olive oil products in the international market.

[5] Interviews of Grigoris Antoniadis, President of Greek Association of Industries and Processors of Olive Oil (SEVITEL) in Greek press.

Marketing and Promotion of Greek Bottled and Branded Olive Oil

For many decades, the majority of the Greek olive oil production companies had not tried to market their olive oil as a premium product in both the international and the domestic market. However during the last years and following Greece's economic crisis and the country's shift to businesses that can be competitive and extrovert, there is stronger appreciation of the Greek olive oil's sales potential in the international market place.

The following are some of the steps that have been made as part of the sector's strategy to create a premium branded product and become more export oriented:

- Modernization of processing and packaging infrastructure;
- Emphasis on higher standards of quality;
- Focus on the packaging, branding and marketing of the final product;
- Tracking of new sales and distribution channels in the international market.

Of course there is still more effort to be carried out by the sector companies towards a more complete in action and more extrovert growth strategy. Certainly most of the above objectives are still materializing and more time is needed to deliver concrete results.

SEVITEL carries out significant and aggressive marketing campaigns on annual basis to promote the Greek bottled and branded olive oil. As an indicative example, in 2012, the European Commission approved a promotion program of EUR 5.2 million that was fully carried out by the Greek Association. The promotion campaign targeted geographic markets with promising growth potential such as the US, Canada, Britain, Germany, Switzerland and Middle East.

Furthermore in June 2013, a new campaign was designed to promote the Greek bottled olive oil abroad following an agreement signed between Greece's Agriculture Ministry and SEVITEL. The program focused on the promotion of Greek olive oil in foreign markets – including the United States, Canada, Australia and Norway. The ultimate objective of the program was to introduce the Greek brand-name olive oil to the international markets and to limit Greek exports in the form of bulk "no name" olive oil.

Financials of Greek Olive Oil Bottlers

The following table presents the financial performance in terms of turnover (sales) of some of the major Greek olive oil bottlers:

Turnover of Indicative Olive Oil Bottling Companies in Greece (in EUR mn)

Company Name	2012	2011	2010
MINERVA SA	85.04	81.02	77.47
NUTRIA SA	42.41	36.33	24.97
AGROVIM SA	-	26.22	24.40
HELLENIC FINE OILS SA	17.56	18.86	17.10
FAKLARI BROS SA	-	-	9.79
FOUFAS BROS SA	4.80	4.90	5.41
BOTZAKIS SA	-	4.98	4.79
TERRA CRETA SA	4.82	4.49	4.49
ANATOLI	-	4.82	3.97
HERMES DIMARAKIS SA	2.83	2.92	2.86
ELLINIKI ELAIOURGIA SA	2.46	2.54	2.33
CRETEL - KARGAKI BROS SA	-	1.86	2.02
DRAGONA BROS SA	-	1.88	1.64
ANOSKELI SA	1.45	1.38	1.24
EVRIPIDIS SA	-	1.49	1.09

Source: Published financial statements, sector surveys.

Note: The release of financial statements for FY 2013 was expected not earlier than June 2014.

APPENDIX 1
S.W.O.T. ANALYSIS OF GREEK OLIVE OIL SECTOR

Strengths

-- Ideal climate in Greece for production of high quality olive oil

-- Consumer perception of olive oil's high nutritional value is strengthening internationally

Weaknesses

-- Cost production remains relatively high as compared to other countries

-- Large bulk "no name" olive oil market in Greece

S.W.O.T. Analysis

Opportunities

-- Adoption of an extrovert strategy with the bottled branded olive oil at its cornerstone

-- Creation of Greek brand-name olive oil in the global market

Threats

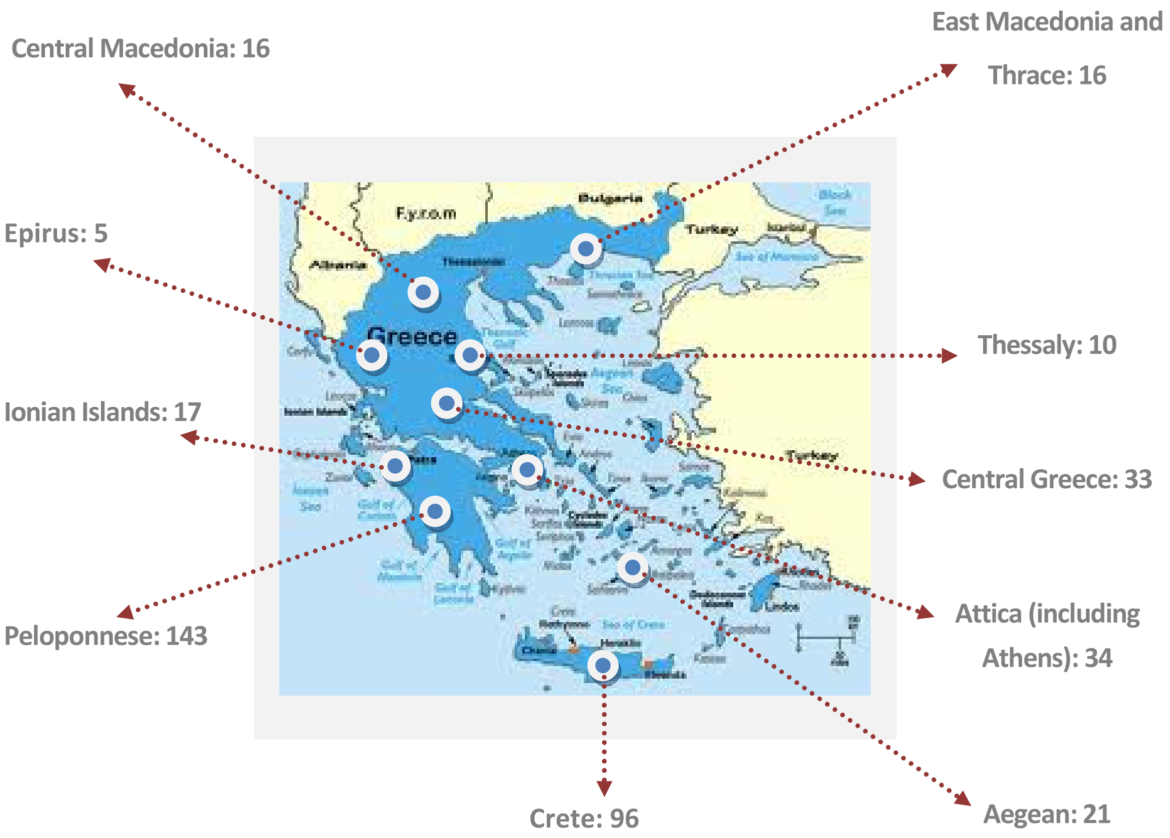
-- Oversupply of olive oil in the international market

-- Potential import wave from low cost production countries

-- Unpredicted production conditions related to weather and other factors

APPENDIX 2

Geographical Location and Number of Olive Oil Bottling Units in Greece



Note: Figures may include olive oil processors and packaging units as well as bottlers.
Source: Greece’s Agriculture Ministry.

APPENDIX 3

Trade Standard Applying to Olive Oils - Designations and Definitions

Olive oil is the oil obtained solely from the fruit of the olive tree (Olea uropaea L.), to the exclusion of oils obtained using solvents or re-esterification processes and of any mixture with oils of other kinds. It is marketed in accordance with the following designations and definitions:

(A) Virgin olive oils are the oils obtained from the fruit of the olive tree solely by mechanical or other physical means under conditions, particularly thermal conditions, that do not lead to alterations in the oil, and which have not undergone any treatment other than washing, decantation, centrifugation and filtration. Virgin olive oils fit for consumption as they are include:

(i) Extra virgin olive oil: virgin olive oil which has a free acidity, expressed as oleic acid, of not more than 0.8 grams per 100 grams, and the other characteristics of which correspond to those fixed for this category in this standard.
(ii) Virgin olive oil: virgin olive oil which has a free acidity, expressed as oleic acid, of not more than 2 grams per 100 grams and the other characteristics of which correspond to those fixed for this category in this standard.
(iii) Ordinary virgin olive oil: virgin olive oil which has a free acidity, expressed as oleic acid, of not more than 3.3 grams per 100 grams and the other characteristics of which correspond to those fixed for this category in this standard.

(B) Refined olive oil is the olive oil obtained from virgin olive oils by refining methods which do not lead to alterations in the initial glyceridic structure. It has a free acidity, expressed as oleic acid, of not more than 0.3 grams per 100 grams and its other characteristics correspond to those fixed for this category in this standard.

(C) Olive oil is the oil consisting of a blend of refined olive oil and virgin olive oils fit for consumption as they are. It has a free acidity, expressed as oleic acid, of not more than 1 gram per 100 grams and its other characteristics correspond to those fixed for this category in this standard.

Source: International Olive Council.

APPENDIX 4

Luxury Olive Oil – Case Study

Recently, a new category of bottled olive oil appeared in the current chessboard: the luxury, ultra- premium extra virgin olive oil. Greek entrepreneurs like George Kolliopoulos and organizations like the Italian Association 3E, have recognized a more exclusive narrowly defined category above the extra virgin status. Their products have been labeled as super-premium extra virgin olive oil and target to develop a niche market for affluent customers by establishing exclusive partnerships. Besides the absence of sensory defects, super-premium is defined by analytical characteristics superior to extra virgin baselines.

Pioneer of this novel olive oil category is a Greek entrepreneur, George Kolliopoulos who introduced the first luxury, ultra-premium extra virgin olive oil in the world, named Lamda (stylized λ /lambda/) from the Greek word λάδι (ladi) which means oil in Greek. At 185.00 US dollars (150 Euros) for 1,000 ml (1 liter), Lambda is branded as the most extensive luxury olive oil. It is solely made from Koroneiki olives, the best Greek variety, from some of the oldest olive trees in Greece. It has very low acidity (0.23°) and is entirely bottled and labeled by hand, bottle by bottle, by highly trained personnel in order to minimize oxidation, ensure exceptional organoleptic attributes and ultra low acidity. The olives are pressed in a maximum 8 hours after picking. Every bottle is thoroughly inspected to guarantee its quality. In total, the bottling process implements five quality controls. λ/lambda/ is presented in a beautifully sleek, flask-like minimalistic glass bottle supplied by Vetro Elite, and has received enthusiastic reviews from designers and experts. The flask's shape and intelligent use of glass help preserve the tastes and aromas, while allowing full view of the oil. That is why λ/lambda/ is recognized as one of the best olive oils in the world.

The founder proudly stresses that his intention was to make something that "one can really savor, like the way one does with expensive champagne of Bordeaux wine". His marketing is targeted at affluent consumers. It is sold online, in Singapore, Hong Kong, Abu Dhabi and UK department store Harrod's.

APPENDIX 5

SEVITEL, Greek Association of Industries and Processors of Olive Oil Basic Profile

Address: 15A Xenofontos Street, Athens 105 57, Greece
Official website: http://www.sevitel.gr/en

SEVITEL, a non-profit organization and the leading body representing the private industry in the field of Olive Oil in Greece, can claim a fifty-year old history. SEVITEL's numerous members include the largest Greek processing and packaging industries as well as Olive Oil Exporters. With the purpose of aiding its members in the production and marketing of a quality product it is immediately involved in activities conducive to the overall amelioration of the sector.

Under the legal status of a Professional Association it performs the following:

- It is the legal representative of the industry before all authorities, national and European (EU);
- It follows national and EU legislation and issues guidelines to its members regarding standards and EU Regulations;
- It informs and through trained personnel assists members in questions of promotion and legislation;
- It sets up expert committees and panels regarding Olive Oil quality features;
- It functions as data bank on issues related to the olive oil market (national and international);
- It acts as a link with Greek Trade Offices worldwide;
- It overall promotes Greek Olive Oil in the international market.

SEVITEL is also widely involved in financing scientific research regarding the specific attributes of Olive Oil in relation to health.

SOURCES AND REFERENCES

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VALUATION & RESEARCH SPECIALISTS (VRS)
VALUATION & RESEARCH SPECIALISTS (VRS) is an independent firm providing advanced equity research, quality valuations and value-related advisory services to local and international business entities and / or communities. VRS services include valuations of intangible assets, business enterprises, and fixed assets. VRS's focus business is in providing independent equity research to its institutional and retail clients / subscribers. VRS is not a brokerage firm and does not trade in securities of any kind. VRS is not an investment bank and does not act as an underwriter for any type of securities.
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SEVITEL
SEVITEL or the Greek Association of Industries and Processors of Olive Oil, a nonprofit organization and the leading body representing private industry in the field of Olive Oil in Greece, can claim a fifty - year old history. SEVITEL' s numerous members include the largest Greek processing and packaging industries as well as Olive Oil Exporters. With the purpose of aiding its members in the production and marketing of a quality product it is immediately involved in activities conducive to the overall amelioration of the sector.
More information: www.sevitel.gr/en

SEVITEL GREEK ASSOCIATION OF INDUSTRIES AND PROCESSORS OF OLIVE OIL In co-operation with the Greek Association of Industries and Processors of Olive Oil