

Eléia

BORN WHERE IT ALL BEGAN

ELEIA S.A.

- **Founded 2011** by Mr. A. Spiliadis with the goal of the personal branding and export of the family's own olive oil production.
- Export driven business profile underlined by a family history, experience and know how that spans **over a century**.
- Proud owner of Greece's **largest olive grove** numbering more than **45,000 trees**.
- Exports today to more than **13 countries** around the globe establishing solid business partnerships with some of the most prestigious retail spots.
- Strong **international public profile**.
- **Art collaborations** and unique limited edition bottles that awake the interest of an new original and innovative consumer range and fans.



ELEIA S.A. BUSINESS PROFILE & ETHICS

- “Eleia” is proud **owner of Greece’s largest privately owned olive grove**, numbering **45,000 olive trees**.
- **First press, cold extraction** and **early harvest**
- **Unique organoleptic profile**; A rare olive oil with highly fruity and strong aroma, and with a perfectly balanced taste alluding to wild herbs with an indisputably Greek temperament.
- **Private reserve** award winning olive oil – no blends
- Award winning **design** and aesthetical approach
- **Unique chemical characteristics** – high **Polyphenols** and **Oleocanthal**, extremely **low acidity**
- **Koroneiki variety** – the typically traditional Greek variety, only to be found in Greece mainly in West Peloponnese – Eleia’s region.
- **Vertical management** from the olive grove to harvesting, extraction filtering and bottling offer the highest possible traceability grade.
- **ISO 22000** certified
- Impeccable **quality control**
- Outstanding **service**
- Competitive **price point**



PRODUCTION PROCESS

- **Circular management** – everything that comes from the olive tree at harvesting or pruning goes back into the soil as a natural fertilizer.
- **Early harvest** end of October beginning of November – less quantity for top quality
- **Minimum time gap** between harvesting and extraction – extraction on a daily basis directly after harvesting.
- **First press cold extraction** < 27°C
- **Filtering** right after the extraction for even higher Antioxidants.
- **Storage** in **aluminium tanks** in our cool and shaded warehouse.



OLIVE OIL & NEED TO KNOW FACTS

- Greece is world's **3rd largest olive oil producer** and the **biggest olive oil consumer**.
- **80%** of Greece's olive oil is **EVOO**.
- Olive oil is the flagship product of the **Mediterranean diet**, part of the **UNESCO's** heritage list.
- **Greece** is the **motherhood** of EVOO; First olive trees estimated in Greece **3,500 BC**; First olive oil reference worldwide in the **Homer's** works.
- 80% of Greece's olive oil production is **exported bulk to Italy** where it's being blended with other oils from a variety of origins. These blends are sold as Italian, therefore the Greek olive oil rarely finds it's way to the consumer's household table.
- The **typical Greek variety** is **Koroneiki** with a unique profile in **Antioxidants** such as **Polyphenols** and **Oleocanthal**.
- The **Olympic winners** were and still are crowned with an olive branch.
- In ancient Greece the olive tree symbolized prosperity and wisdom – significant number of references in the ancient Greek mythology.



OLIVE OIL & HEALTH BENEFITS

- The olive tree is a plant with **medical effect**, hardly another plant has ever received such appreciation and reference as the olive tree and its products.
- Olive oil contains:
 - 9 Kcal per gram
 - high proportion of unsaturated fatty acids (up to 80%)
 - **no cholesterol**
 - 12 milligrams of the important, **antioxidant vitamin E (Polyphenols)** per 100 grams
 - **Oleocanthal**, highly **anti-inflammatory** and **antioxidant action** - only to be found in olive oil
- Antioxidants **prevent harmful oxidation processes** with significant positive impact on our health.
- Protective **against cancer**
- Protective **against heart disease**
- **Reduces** undesirable **LDL cholesterol** and improve the ratio between LDL and HDL cholesterol.
- Lowers the **blood pressure**.
- Positive effect on the **metabolism**
- Reduces the risk of diabetes and also **prevents arteriosclerosis diseases**.
- Most efficient are olive oils of the highest quality - such is the **cold-pressed extra virgin olive oil**.

★ **EDAWARDS**
2012
GOLD



“ELEIA” PRODUCT PRESENTATION

Award winning product design (Golden Medal @ EDA) that covers the **full range** for a households daily needs, from small glass bottles for the table to 5 L tins for the cooking.

Our contemporary aesthetic approach mirrors our Greek roots while it's a perfect match with our unique quality, award winning Greek Premium Extra Virgin olive Oil.



“ELEIA” PRODUCT PRESENTATION

STANDARD PRODUCT RANGE

- *ELEIA EVOO 200 ML & 0.5 L GLASS BOTTLE*

Dark glass bottle made of specially treated **UV resistant** glass. Luxurious **wooden cap** with **silicon pourer** for easy and clean daily use.

The white painted glass bottom has its roots in us painting our trees white for protection.



“ELEIA” PRODUCT PRESENTATION

STANDARD PRODUCT RANGE

- **ELEIA EVOO 1 L & 5 L TIN**

Specially treated tin plate for best possible protection and quality maintenance.

Silicon pourer for easy and clean daily use. Air- and waterproof seal.



“ELEIA” PRODUCT PRESENTATION

ART COLLABORATIONS - LIMITED EDITION ITEMS

- ***ELEIA x Bast***

2003 finds Bast's work in numerous shows from **Japan to LA, to Colorado, New York, London and Berlin**. 2005 saw his first New York solo exhibition at the Transplant Gallery, which also celebrated the release of his limited edition book, REVOLUTION DE PAPEL.

His work is aggressive and bold, offering a fresh take on Punk art and appropriated imagery. Fortunately, more has become known as Bast's images have evolved to **gallery - exhibition status** in recent years.

Eleia x Bast limited edition item appeared at Bast's opening at the **Opera Gallery in Soho NY** 2013 and was **sold out** exclusively through **DEAN & DELUCA**. It was deeply appreciated as a numbered **collector's item**.



“ELEIA” PRODUCT PRESENTATION

ART COLLABORATIONS - LIMITED EDITION ITEMS

• *ELEIA x PAUL INSECT*

Paul Insect is a UK street artist, who is most famous for his 2007 solo show *Bullion* exhibition at **London's Art Gallery**, Lazarides Gallery. Damien Hirst is reported to be a fan of Insect, having purchased the show days before it opened. Insect, who also goes by the name of PINS, worked alongside artist **Banksy** at the **Cans Festival**, the **Santa's Ghetto project** in Bethlehem, and on the **separation wall in Palestine**.

Paul Insect's sharp - edged images combine all the absurdism of Dada with the sleekness of modernism, yielding surreal renderings that point playfully at the deep dark underbelly of adult life. Never before has chaos been channeled in such clean lines.

Coming out now: 1000 numbered limited edition bottles inspired and designed by the famous controversial London based artist exclusively for Eleia.



“ELEIA’S” PUBLIC PROFILE

AWARDS

GREAT TASTE AWARDS - **GOLDEN STAR**

LOS ANGELES OLIVE OIL COMPETITION AWARDS - **SILVER MEDAL**

EUROPEAN DESIGN AWARDS - **GOLDEN MEDAL**

GREEK GRAPHIC DESIGN & ILLUSTRATION AWARDS - **GOLDEN MEDAL**

LONDON GREAT TASTE AWARDS - **SILVER STAR**

DIELINE DESIGN AWARDS - **GOLDEN MEDAL**

PRESS RELEASE

“MONOCLE”

“BLUE”

“GOURMET”

“VOGUE”

“DESIGN BUREAU”

“FORMES DE LUXE”

“GASTRONOMOS”

“HILTON”

“MAGIC BRANDING”

“BRITISH GQ”

“MAGIC PACKAGING”

“GRAFFITI ART”

“SPIEGEL”

“THE ECONOMIST”

“EASY LIVING”

“KATHIMERINI”

“AGROTERRA”

“FINE FOOD DIGEST”

“FOUR”



PRODUCT OF GREECE

MELÍES

EXTRA VIRGIN
OLIVE OIL

“MELIES”

2015 is the birth year of our new brand “Melies” from estates around Lechaina in the West Peloponnese, Greece’s most fertile piece of land with more than 50% of Greece’s extra virgin olive oil production.

Out of respect to the local community that embraced us from our early steps an idea was born: to unite with other local producers, neighbors and friends, who share the same business ethics and production ideology, and create a new brand - “Melies” - of Greek Premium Extra Virgin Olive Oil to follow Eleia’s success with bigger volumes and even more attractive price point.

This partnership of 13 local olive oil producers with about 200.000 olive trees of the local Koroneiki varieties is the major joint venture between Greek olive oil producers. Our groves share the same ground with common morphological characteristics and microclimatological factors that are essential to the “Melies” olive oil and give us a mild fruitiness, ideal for an everyday olive oil of fine character.



“MELIES” PRODUCT PRESENTATION

STANDARD PRODUCT RANGE

- **MELIES EVOO 250 ML & 0.5 L & 1,0 L GLASS BOTTLE**

Extra virgin olive oil is our flagship product. **A great blend** of 70% Koroneiki and 30% Arbequina, a **mild** olive oil, **fruity and aromatic** becomes every households favorite on a daily basis.

“Melies” olive oil yields to wild herbs after an October rain, while scoring **golden medals** for its quality and design.

This perfectly balanced premium extra virgin olive oil is the best companion for finishing great dishes but also for the everyday cooking, while offering **unique value for money** to the price conscious consumer.





“MELIES” PRODUCT PRESENTATION

STANDARD PRODUCT RANGE

• MELIES GIFT SETS

The **award winning** proposed combinations are the basic olive oil & balsamic vinegar gift set or the special gift set of olive oil & balsamic vinegar accompanied by two glass jars of our superior olives.

A **wide selection** among five different types of olives is possible: the famous KALAMATA olives (our regions flagship olive product), GREEN olives and GREEN STUFFED olives with ALMOND, GARLIC or PEPPER.

The olive oil for the gift set is our famous “Melies” Extra Virgin Olive Oil, while the balsamic vinegar has been attentively matured in oak casks offering a unique velvety smooth flavor.



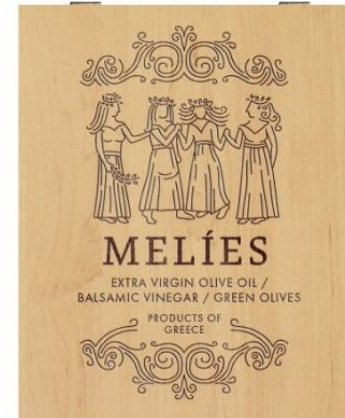
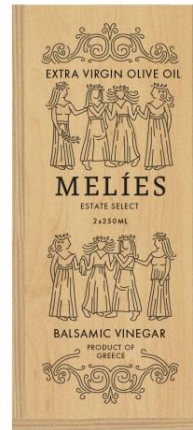
“MELIES” PRODUCT PRESENTATION

STANDARD PRODUCT RANGE

- **MELIES GIFT SETS**



WOODEN BOX OF 2X250 ml EVOO & BALSAMIC VINEGAR



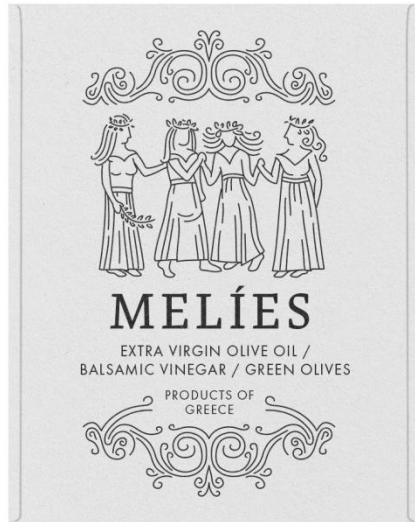
WOODEN BOX OF 2X250 ml EVOO, BALSAMIC VINEGAR and OLIVES



“MELIES” PRODUCT PRESENTATION

STANDARD PRODUCT RANGE

- **MELIES GIFT SETS**



PREMIUM PAPER BOX OF 2X250 ml EVOO, BALSAMIC VINEGAR and OLIVES



PREMIUM PAPER BOX OF 2X250 ml EVOO AND BALSAMIC VINEGAR



“MELIES” PRODUCT PRESENTATION

STANDARD PRODUCT RANGE

- **MELIES SUPERIOR OLIVES**

Our line of olives is of **superior quality, carefully handpicked at selected estates**. Queen of Olives is of course the world famous **KALAMATA** olives, **only** to be found **in our region in Greece**.

The selection is completed with premium **GREEN olives plain**, or stuffed with **ALMOND, PEPPER** and **GARLIC**.

Unique taste, great for salads while a very healthy snack!



“MELIES” PRODUCT PRESENTATION

STANDARD PRODUCT RANGE

- *MELIES* GREEK THYMEHONEY

Thyme honey has a very limited worldwide production of not more than **1% of the total honey production** while it can **only be found at selected areas of the Mediterranean**. The flavor is incomparable and again of superior quality.

With no preservatives and no added sugars it is the best bees offer us directly from nature.



“MELIES” PRODUCT PRESENTATION

STANDARD PRODUCT RANGE

- **MELIES OLIVE OIL POMACE**

Olive oil pomace is the best alternative to EVOO if the **attractive price** should drive the customers decision.

It's a **second press olive oil** of fruity flavor and distinct aroma. Smooth flavor and greenish color make it very appealing. The healthy choice with **0% Cholesterol** that comes from olives underlines the Mediterranean diet.

With **extremely low acidity** it is the perfect alternative to seed oil or sunflower oil and other cooking oils.



Eleia EVOO 200 ml Glass Bottle



Eleia EVOO 0.5 L Glass Bottle



Eleia EVOO 1.0 L Tin



Eleia EVOO 5.0 L Tin



Melies EVOO 250 ml Glass Bottle



Melies EVOO 0.5 L Glass Bottle



Melies EVOO 1.0 L Glass Bottle



Melies Olive Oil Pomace 0.5 L & 1.0 L Glass Bottle



Melies Olive Oil Pomace 5 L Tin



Kalamata Olives 430 gr Glass Jar



Green Olives 430 gr Glass Jar



Stuffed Olives Garlic 430 gr Glass Jar



Stuffed Olives Pepper 430 gr Glass Jar



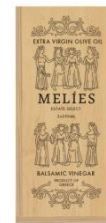
Stuffed Olives Almond 430 gr Glass Jar



Thyme Honey 400/245 gr Glass Jar



EVOO & Balsamic Vinegar 2 x 250 ml Wooden Box Gift Set



EVOO & Balsamic Vinegar 2 x 250 ml Paper Box Gift Set



EVOO & Balsamic Vinegar 2 x 250 ml + 2 Olives Wooden Box Gift Set



EVOO & Balsamic Vinegar 2 x 250 ml + 2 Olives Paper Box Gift Set



ELEIA S.A.

SUMMARY

Based on our above-mentioned approach in the quest for premium quality at value for money prices our paths do cross.

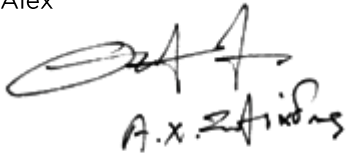
We offer you a wide range of options based on unique products we carefully pick, monitor and manage. All our premises and the 100% of our business is ISO 22000 certified. Our aesthetic approach make all proposed products stand out on the shelf and become best sellers.

Rest assure we place solid foundations and consistency in terms of quality, quantity and prices throughout the full time zone you will choose us as your business partners and vendors.

Me personally and the whole of our team will remain at your disposal for any possible queries.

Looking forward to a great business collaboration!

Alex

A handwritten signature in black ink, appearing to read 'A. Spiliadis', with a stylized flourish above it.

Alexandros Spiliadis

Founder & Managing Director