



9 June 2011

## Media Release

### **CRETA FARMS DISTINCTIVE AND EXCEPTIONAL PRODUCTS ARRIVE IN AUSTRALIA THROUGH AGORA MERCHANDISING GROUP**

**After reaching an important agreement with Creta Farms, an innovative and powerful producer of smallgoods in the Greek and international food industry, Agora Merchandising Group of Australia, commences the importation of the best quality Extra Virgin Olive Oil from the island of Crete, produced by Creta Farms.**

The collaboration of Creta Farms and Agora Merchandising Group will commence in July 2011 and initially will cover the importation and distribution by Agora Merchandising Group, in seven codes of Extra Virgin Olive Oil produced by Creta Farms.

Creta Farms, a company that started in the Mediterranean island of Crete, is today one of the largest and most specialised food production companies in Greece, producing innovative, excellent quality, food and smallgood products. As a result of their product innovation and the strategy for international expansion, Creta Farms is already present with joint ventures in 14 countries which include Greece, USA, Spain, Italy, the Scandinavian and Baltic countries as well as Switzerland, Austria, Slovenia and Croatia. Creta Farms has secured an international patent for their smallgoods production innovation in over 90 countries. Creta Farms mission is to make people eat and live better by creating innovative food products with olive oil that have an improved nutritional profile and taste great!

The agreement between Creta Farms and Agora Merchandising Group enlarges the network of Creta Farms to 15 countries and in future is aiming for a strong presence in the whole of Oceania. Creta Farms is fulfilling its dream to bring to the whole world the benefits of the use of Cretan Extra Virgin Olive Oil in the daily diet. The production for this new line of high quality and superb taste of Extra Virgin Olive Oil from the island of Crete is a natural progression for Creta Farms, which results from the deep knowledge it has acquired by using Extra Virgin Olive oil as the main ingredient of its innovation for the smallgoods products called "En Elladi".



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On the new collaboration with Creta Farms, the Marketing Director of Agora Merchandising Group, Mr. Paul Iliopoulos commented:

*“Our agreement with Creta Farms is part of our wider strategy to only select as our partners, suppliers and producers who have international reputation and significance allowing us to introduce great quality, innovative and unique products. We are certain that the whole of Australia and not only the Greek community will embrace the Creta Farms products and their Extra Virgin Olive Oil. All these products are of the best taste and quality that this Mediterranean island, Crete, has to offer.”*

The president of Creta Farms, Mr. Emmanouil Domazakis said:

*“With our actions today we are proving that we continue our dynamic entrance in the international markets. The Commonwealth of Australia, the sixth largest country in landmass in the world, represents a real challenge to Creta Farms as we are addressing a developing market of approximately 30 million people, which includes a very strong Greek community and a growing demand over the last two years of approximately 20% for great quality **Extra Virgin Olive Oil**. Our entrance in the Australian market signals an important step in the development of the history of our company as we are producing a new line of food products which are made with extra virgin olive oil, in which we also export, true to our dream of showing to the world its unique dietary importance and value.»*

Creta Farms and Agora Merchandising Group intend to eventually introduce to the Australian Market also other ranges of Creta Farms products, following the same international successful business “recipe”.

For any further information please contact:

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