



MELABIANAKIS C.O.

Extra Virgin Olive Oil



ALL ABOUT MELABIANAKIS C.O.



MELABIANAKIS C.O.

Firm's History

Our company was founded in 1969 as a small olive oil press.

MELABIANAKIS CO continues the long age tradition of family Melabianakis, concerning the production and the trading of Cretan extra virgin olive oil.

Our long age experience and the fact that we are the producers, is very important for us and for our clients. We use state of the art technology that press only fresh olives, with the cold press method, so we can guarantee high quality of extra virgin olive oil. We produce the extra virgin olive oil ourselves, in our olive oil press from olive trees which are located at the mountainous areas of North Crete.

The time of harvesting begins in the middle of November and ends in February.

One of our extra virgin olive oils, named "Prince of Crete", won in 1999 the first prize, as the best Greek extra virgin olive oil, in a competition by the German Magazine DER FEINSCHMECKER. After that, every year, till today, "Prince of Crete" is characterized as one of the best olive oil in the world (Competition results from the same magazine). Also, it won the silver award on the occasion of the 2nd International Olive Oil Award-Zurich 2003.

Firm's Mission

Production of extra virgin and organic virgin olive oil in our olive oil press.

Trading extra virgin and organic virgin olive oil bottled and bulk.

Firm's Vision

Melabianakis C.O. is committed to continuous qualitative improvement on its processes and products.

We aim at making our products recognized in Greek and international markets as a benchmark of quality and novelty.

As a healthy business, our objective is to increase sales both in Greece and the international market.

Therefore we invest in distribution partnerships and products that meet the demands of the most demanding consumers.

We continuously invest in new product introduction, developing new concepts and ideas of exploiting the benefits that olive oil has to offer.

COMPANY'S RESPONSIBILITY



MELABIANAKIS C.O.

towards:

Our Customers:

We believe that business is a matter of trust, and we try for total customers satisfaction, by quick service, stable quality and search for new products.



Product Quality:

Main aim of our company is the highest quality by:

- strict quality control standards
- Latest technological machinery
- constant informing about quality matters.



Innovation & Research:

We plan the future investing in research and exploiting the possibilities of new products such as the aromatic extra virgin olive oil with oregon, basil and garlic flavor



The Community:

Our company, respecting the traditions of Crete, the unique Cretan environment, and the consumer, continues to produce with love for quality, by first cold pressed method extra virgin olive oil, without the addition of any chemical agents, and offers you a product with exceptional specifications for healthy nutrition and long life.



BRANDS



MELABIANAKIS C.O.

Product History:

The Legend says that Zeus had created a competition for the gods: the one who would offer him the most useful gift, would receive the most powerful city of Greece as a prize. The two final competitors were Athena, the goddess of wisdom and arts, and Poseidon the god of sea. Zeus preferred Athena's gift, the olive tree, symbol of peace, to the horse of Poseidon, symbol of war. So the city of Athens was named in her honour. For thousands of years, Crete has been known as a garden full of tasty fruits, vegetables and one of the best olive oils in the world. The ancient Cretans used olive oil as early as in the Minoan age, also known by Homer as the "golden liquid" which gave them health and good nutrition. It was considered a present from gods.

Product categories:

EXTRA VIRGIN OLIVE OIL

- "Manoli" Bottles marasca, Anfora, Quadrotta, Metal tins 5 - 3 - 1 - 0,5 lit
- "Prince of Crete" Bottles marasca 1 - 0,75 - 0,50 - 0,25 lit



- "Gold from Crete" marasca metal tin 5lit bottles 0,75 - 0,50 lit



BIO EXTRA VIRGIN OLIVE OIL

- "Princess of Crete" Bottles marasca 0,75 - 0,50 lit





MELABIANAKIS C.O.

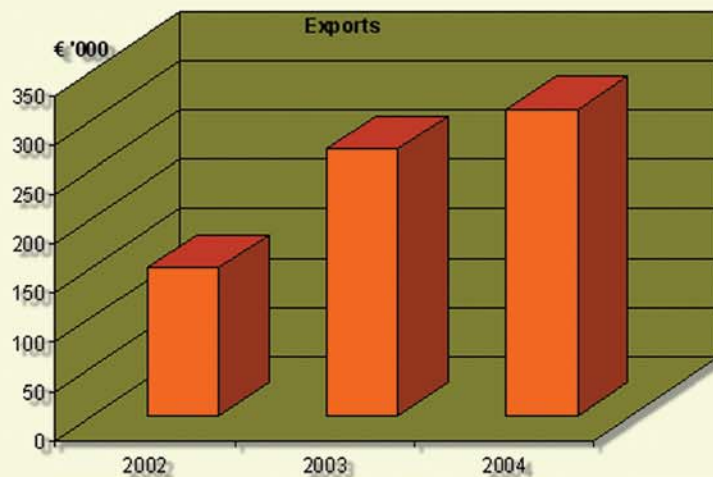
Melabianakis C.O. creates products of excellent quality that target the most demanding customers in Greece and Internationally.

A network of international partners is developing, aiming to increase our exports in the next few years.

We conduct extensive market research in order to identify new market niches, such as the aromatic olive oil, and we invest on the promotion of extra virgin olive oil and organic olive oil and their nutritious advantages. In the near future we are aiming at introducing two new series of products

Beauty products: soaps with extra virgin olive oil

Delicacies: olives pasta





MELABIANAKIS C.O.

Main stakeholders:

- MANOLIS MELABIANAKIS

- MICHALIS MELABIANAKIS



Contact Details:

- **Company's name:**
MELABIANAKIS C.O
- **Main Activity:**
PRODUCTION AND TRADING EXTRA VIRGIN OLIVE OIL
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