

Altis
No. 1 IN GREECE



THE PROTAGONIST OF OLIVE OILS





OLIVE TREE

THE “TREE OF LIFE”

6000 YEARS OF TRADITION

The history of the Mediterranean and Greece in particular, has been interwoven with the history of the olive tree for more than 6000 years.

The “nutritional relationship” of Greeks with the olive tree has its roots in antiquity and continues to the present, with olives and olive oil being at the heart of the Greek diet.

Over time, the use of the olive tree has been one of the most important sectors of the Greek economy.

Its decisive contribution to the lives of the Greek people has made olive tree an integral part of their culture and tradition, essentially symbolising **life itself**.

LIVING THE MEDITERRANEAN WAY

The life-giving power of the olive tree and the leading role it continues to play in the lives of the Greek people are the reasons that even today it is considered the **Tree of Life!**

In Crete, one of the leading olive producing regions in Greece, olive oil has been one of the main components of its inhabitants’ daily diet since ancient times.

According to a research conducted by the biologist and chemist Ancel Benjamin Keys, in the 1950s, Cretans had better health and lower mortality rates than any other population on the planet, a finding that was attributed to their diet, and particularly the systematic use of olive oil.

CRETAN DIET
IS THE BASIS
OF MEDITERRANEAN
DIET

The Cretan diet is the basis of the Mediterranean diet, which nowadays is known worldwide and has become part of the lives of millions of consumers around the globe. Its cornerstone is olive oil, and particularly extra-virgin olive oil, which is unquestionably one of the most important foods in terms of nutritional value.



GREEK A HERITAGE

NOURISHED BY THE GREEK SOIL AND SUN

SALTY AIR, WARM SUN,
RUGGED MOUNTAINS,
FERTILE PLAINS AND
UNIQUE AROMAS OF
GREEK EARTH SUCH AS
CHAMOMILE AND
MARJORAM

The Greek countryside, full of wonderful contrasts, from hills dotted with olive trees descending to secluded sandy beaches, ravines giving way to verdant plains, olive groves with chamomile decorating the landscape and together climbing the slopes of the most rugged peaks, has proved for millennia to be the most fertile place for cultivating the olive tree.

Greek ancient olive trees are declared world heritage, dating as far back as 3000 years. The fact that they still bear fruits shows why the olive tree is so venerated in Greece.

All the above is no accident, since Greece has the most appropriate conditions for the tree to thrive: **a mild climate** without harsh winters, **moderate rainfall, dry air and plenty of sun**, while the geomorphological characteristics of Greece help the olive tree survive both in warm, dry areas (Mani) and in extremely humid regions (Corfu).

OLIVE OIL OF EXCELLENCE

The temperate climate, the diversity of the soil and the unique varieties that grow here, make Greek olive oil a leading product throughout the Mediterranean and worldwide.

Some claim that this is the country with the best quality olive oil in the world, since it is the only place where more than 80% of production is high quality extra virgin olive oil.

Greeks consume more olive oil than anyone else in the world, averaging **14 kilos per person per year**. That accounts for 40% of Greek production, while 60% is exported worldwide, mainly to be mixed with Italian olive oils so as to improve their quality.

The cultivation of the **112 million olive trees** scattered throughout the country is the job of **500,000 farmers**, who have devoted their lives to nurturing it, creating a product of unparalleled quality and the highest nutritional value!

ALTIS. The No.1 Olive Oil in the most demanding market.

Given the above, Greeks can be considered the most demanding olive oil consumers. That is why it is so important that Altis is Greeks' No.1 choice, recording the highest sales in Greece.

WORLD WIDE QUALITY EXCELLENCE

GREECE: THE 3RD
BIGGEST PRODUCING
COUNTRY IN THE WORLD

THE COUNTRY
WITH THE HIGHEST
PERCENTAGE OF EXTRA
VIRGIN OLIVE OIL



THE TRUE PROTAGONISTS BEHIND ALTIS

3000 FARMERS
DEDICATED TO
MAKING THE
BEST OLIVE OIL
THERE IS!

Love, dedication, knowledge, life.

What lies behind these words is what makes **Altis** strong!

The **love** of Greek producers for the "sacred olive tree"; their **dedication** to its care; their **knowledge**, which is based on tradition; and finally their own lives, which are inextricably linked with the olive tree and its cultivation.

It is the strength of the **3000 olive producers** who work with Altis and every year offer the best olive oil there is to the most demanding consumers, the Greek people and to people in the rest of the world, more and more of whom are discovering how valuable it is every year.

That's why for Altis, these **3000 olive producers** are the **true protagonists** behind the exceptional quality and superior taste of **every bottle of olive oil that bears the Altis name!**



ALTIS

No. 1 IN GREECE*

CARE AND NOURISHMENT THE KEY FACTORS FOR EXCELLENCE



FOLLOWING THE ART OF TRADITION

TRADITIONAL PLOUGHING
WITH RESPECT
FOR THE LAND

PICKING THE OLIVES
BY HAND WHILE CARING
FOR THE TREE

3000 farmers faithfully follow the steps they have learnt from their ancestors, a ritual handed down from generation to generation for thousands of years.

Every year, **they plough the land in the traditional way**, to gently revitalise the roots of the olive tree and promote new growth; they **skilfully prune** the branches to increase the harvest; and they **carefully pick** the olives by hand or **gently beat the tree with sticks** so that the olives fall into nets. In that way, they are not spoiled and lose none of their superior taste and beneficial properties.

All these traditional techniques, in combination with the most modern techniques for all the subsequent procedures until the product arrives at the consumer's table, such as sorting, cold extraction, bottling, etc. have a common denominator: the care taken by Altis team and the passion they have for producing **Altis, the protagonist of olive oils in Greece***

*Best-selling olive oil brand in Greece, Source: Nielsen, Years 2013, 2014, 2015



ALTIS

100 YEARS DEDICATED TO OLIVE OIL



ALTIS! A NAME WITH AN HONORED PAST

Altis, which in ancient Greek means **grove**, was a place full of wild olive trees, pines and plane trees in ancient Olympia.

The ancient Greeks made the **wreathes** awarded to victors in the Olympic Games from the branches of one sacred tree in the grove.

Altis chose to honor this glorious history by again making the name of the region famous.

MAPPING THE BIRTHPLACES OF THE MOST EXQUISITE GREEK OLIVE OIL

ENSURING CONSISTENT QUALITY
OLIVE OIL ONLY FROM THE REGIONS
WITH THE BEST CROP EVERY YEAR

The long and in-depth knowledge of the factors that determine the quality of the olive oil, and of course the recognition that no grove produces the same quality crop every year, has led Altis team to create an "**olive oil map**" covering almost the whole of Greece.

The map records the regions that produce the highest quality crops every year, taking into consideration the following important factors: climate, farming practices, terrain, the conditions in which the olives are stored and the processing of the olives in the mill.

Every year, **Altis team** travels across Greece **checking, testing** and **approving** the olive oil that is good enough to join the Altis family!

OUR MISSION

QUALITY TO THE PEOPLE

HUNDREDS OF
TASTE TRIALS PER
YEAR GUARANTEE
THE ULTIMATE
TASTE

The diversity of Greek land gives olive oil a variety of aromas, tastes and aftertastes. Its strong fruity taste contains notes of pepper and mustard, it may have an aroma of grass, almond, lemon, orange or even camomile or basil, depending on its origin.

To recognise the qualities that create a truly exceptional olive oil requires something more than physicochemical tests. It also needs certified **expert tasters who can distinguish the excellent from the very good and the special from the ordinary taste.**

That is why Altis team of experts conduct hundreds **tastings each year**, in order to ensure the consistent taste and aroma of Altis olive oil.

The Altis team might reject extra-virgin olive oil that meets the quality standards if it does not meet the strict characteristics that have been set for our products.

Only samples that pass the uncompromising test of our tasters' palates can earn the title of Altis quality!

A CERTIFIED TEAM OF
EXPERT TASTERS

QUALITY
CONTROLS
IN EACH AND
EVERY STEP

The quality control of the olive oil that will bear the Altis name is one of the most important moments in its journey to the consumer's table.

By the time olive oil arrives at Altis plant, its characteristics are analysed in the company's private certified lab. If the olive oil is approved, it means that it meets high quality standards. Special care is put so as to ensure that Altis doesn't contain contaminants and is not adulterated in any way.

MORE CONTROLS
THAN THE LAW REQUIRES

This way, Altis has gained the trust of consumers, who are certain that they are enjoying the ultimate in quality and taste!



OLIVE OIL

AN IDEAL FOR LIVING



A FEW TIPS THAT WILL MAKE YOU AN OLIVE OIL EXPERT

Altis olive oil is like a treasure waiting to be discovered by the public. But for this to happen, people have to know some of its basic secrets!

There are three main types of olive oil:

- **Extra-Virgin Olive Oil**, with acidity from 0 to 0.8%, has a pleasant aroma and full-bodied taste.
- **Virgin Olive Oil**, with acidity less than 2%, has a strong flavour and aroma.
- **Olive Oil**, with acidity from 0 to 1%, consists mainly of refined olive oil and virgin olive oil in a mixture that achieves an extremely smooth taste.

Olive oil has many different aftertastes, which vary according to which region it comes from. The most common are:

- **Bitter**, with the pleasant peppery sensation characteristic of early-harvested olives.
- **Spicy**, with the strong flavour of late-harvested olives.
- **Fruity**, with an aroma of fresh olives that comes when the fruit is picked at the stage of an optimum ripeness.

Discover the myth of Olive Oil through Altis' products.

Enjoy the full range of Altis olive oils in recipes with meat or fish, in pasta dishes, or in salads, to discover their unique taste.

FIND RECIPES
AT WWW.ALTIS.COM.GR

3 STEPS THAT WILL MAKE YOU AN OLIVE OIL CONNOISSEUR

Connoisseurs from all over the world have concluded that anyone can recognise really good olive oil through the following three steps:



Step 1: Put a little olive oil in a brandy glass and swirl it around so that the oil covers the sides of the glass.

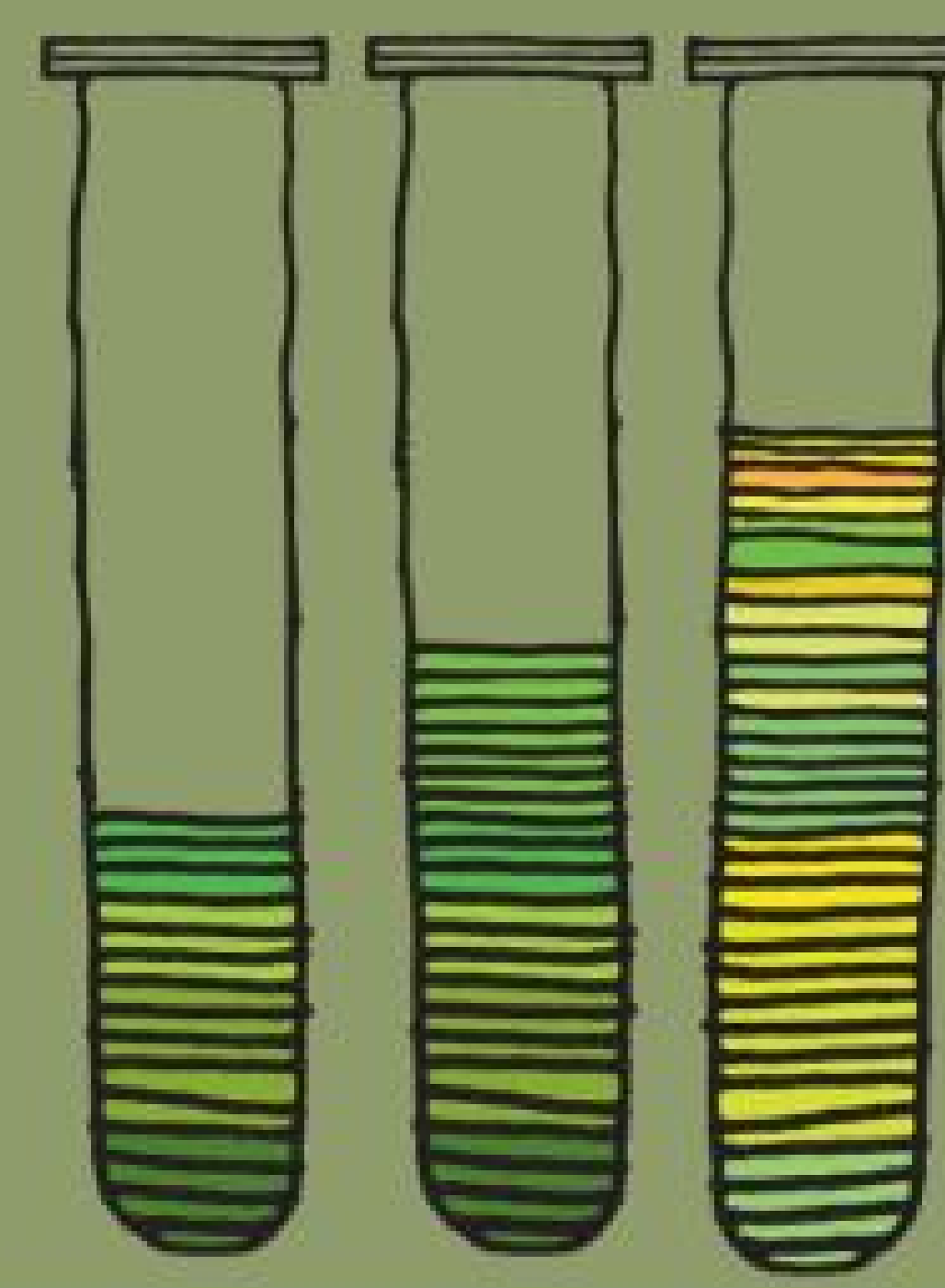


Step 2: Put your nose into the glass and breathe in deeply. Discover the scent of freshly picked olives and a wide range of aromas, which might include camomile and red apples! You should know that olive oil, like wine, contains aromas from the environment of the tree!



Step 3: Taste the olive oil with the tip of your tongue, take a small sip and let it flow over your palate, and then swallow it. The bitter, spicy or fruity flavour of olive oil will overcome your senses, sharing with you the aroma of green or black olives, apples, oranges, mandarins, lemon, pepper and oregano.

Olive-oil tasting requires perseverance and patience. Keep practising, and gradually you will become a connoisseur!



QUALITY ACHIEVEMENTS

UNDENIABLE CREDENTIALS OF EXCELLENCE

Altis undivided dedication to giving consumers **"the best olive oil there is"** has been rewarded over the last 20 years by major international quality control organizations.

The dozens of prizes and awards received by Altis honor the endeavours of Altis team members and, at the same time, **compel them to continue their work with the same passion and dedication.**

1994

ISO 9001 certification / First food company in Greece

1996

ISO 14001 certification/First food company in Greece

EQA Finalist
First and only fast moving consumer goods company in Europe to be EQA finalist

First and only Greek company to be EQA finalist
First and only Unilever subsidiary to apply for the EQA

1998

EBEAFI finalist / (European Better Environment Award For Industry) First company in Greece

1999

EQA Prize winner
First and only fast moving consumer goods company in Europe to be EQA Prize winner

First and only Greek company to be EQA Prize winner

First and only Unilever subsidiary to apply for the EQA and to be Prize winner
OHSAS 18001 (Occupational Health and Safety)

2000

JIPM (Japan Institute Plant Maintain) First Prize winner of TPM (Total Perfect Manufacturing)

ISO 9001 (Quality Management System)

ELOT 1416 (Food Safety Management System Greek Standard)

2001

HACCP/ELOT 1416

2002

TPM Award 2nd Level by JIRM
First food company in Greece

ELOT 1801 (OCCUPATIONAL Health and Safety Greek Standard)

2003

OHSAS 18001
Golden Growth Award of Unilever

2004

ISO 14001 (Environmental Management System)

2005

Superior Taste award (ITQI) 2007 for: Altis Extra Virgin Olive Oil

2007

"Health and Nutrition Safety Agency"
1st award Austria

2008

EBEN GR (Greek Institute of Business Ethics):
"Business Ethics Excellence"
Silver Bee, Proven Support

2009

"Superior Taste Award" (ITQI) for:
"Altis Agoureleo"
"Altis Extra Virgin"
"Altis Paradosiako"

2010

HACCP 22000

2011

Gold Environmental awards
FSSC 22000 & international
OO council, lab recognition

2012

European Environmental
Employee Engagement campaign
"Superior Taste Award" (ITQI) for:
"Altis Agoureleo"
"Altis Extra Virgin"
"Altis Paradosiako"

2013

IFS
Silver Energy mastering /
conservation

2015

1000 no ABC incident & 1000
days safety award

"Superior Taste Award" (ITQI) for:
"Altis Extra Virgin Traditional"
"Solon Extra Virgin Olive Oil"



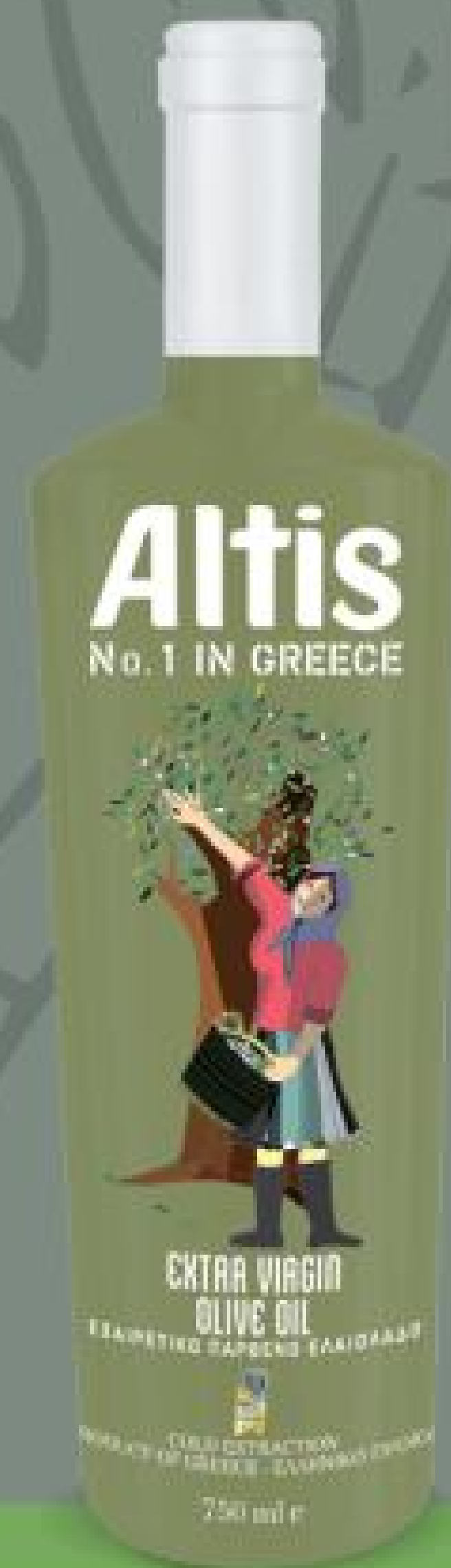
EXTRA VIRGIN OLIVE OIL PORTFOLIO

A high quality, exquisite Extra Virgin Olive Oil, which is made solely by the Greek traditional methods. Owns a fresh fruity flavor, a rich green color and a strong aroma! Tradition at its best!

TYPICAL NUTRITIONAL VALUE

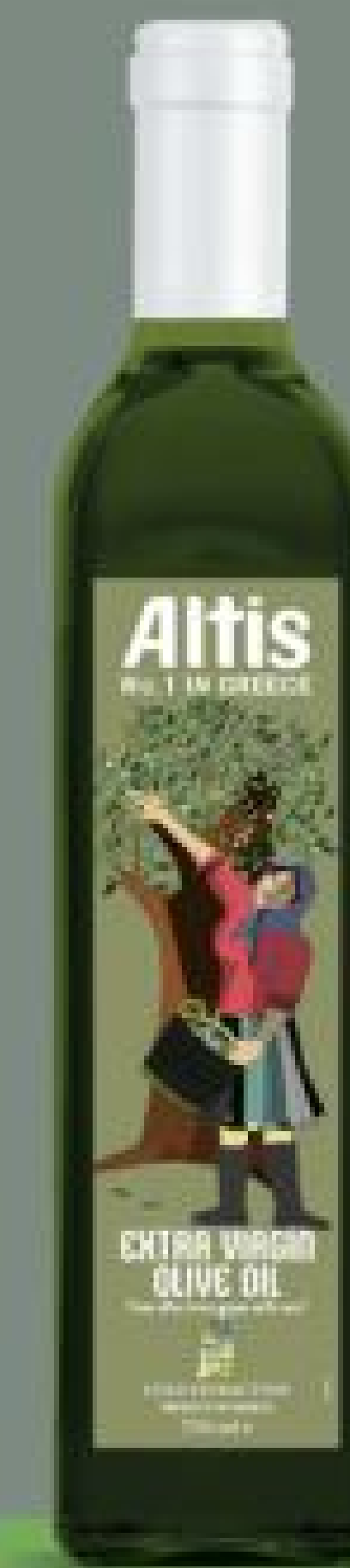
PER 100 ML

Energy	3389kj/824kcal
Fat	92g
of which	
Saturates	13g
Mono-unsaturates	71g
Poly-unsaturates	8g
Carbohydrate	<0,5g
of which	
Sugars	<0,5g
Protein	<0,5g
Salt	<0,01g
Acidity	=<0,8%
Peroxide Value	=<20mEq O2/kg
Waxes	<150 mg/kg
UV Absorption K232	<=2,50
K270	<=0,22
ΔK	<=0,01



ROUND GLASS

	500 ml	750 ml
Carton dimensions	385 x 157 x 279	353 x 179 x 299
Content per piece	500 ml	750 ml
Pieces per carton	10	8
Gross weight per carton (Kgs)	9,4	9,9
Net weight per carton (Kgs)	4,58	5,496
Cartons per pallet	60	48



SQUARE GLASS

	250 ml	500 ml	750 ml	1Lt
Carton dimensions	270 x 164 x 235	320 x 193 x 286	360 x 217 x 300	317 x 240 x 325
Content per piece	250ml	500ml	750ml	1lt
Pieces per carton	15	15	15	12
Gross weight per carton (Kgs)	7,7	12,52	17,2	18,4
Net weight per carton (Kgs)	3,435	6,87	10,305	10,992
Cartons per pallet	95	56	44	33



ROUND TINS

	750 ml
Carton dimensions	290 x 146 x 291
Content per piece	750 ml
Pieces per carton	8
Gross weight per carton (Kgs)	6,64
Net weight per carton (Kgs)	5,496
Cartons per pallet	80



SQUARE TINS

	4 Lt
Carton dimensions	305 x 238 x 302
Content per piece	4lt
Pieces per carton	4
Gross weight per carton (Kgs)	16,26
Net weight per carton (Kgs)	14,656
Cartons per pallet	33



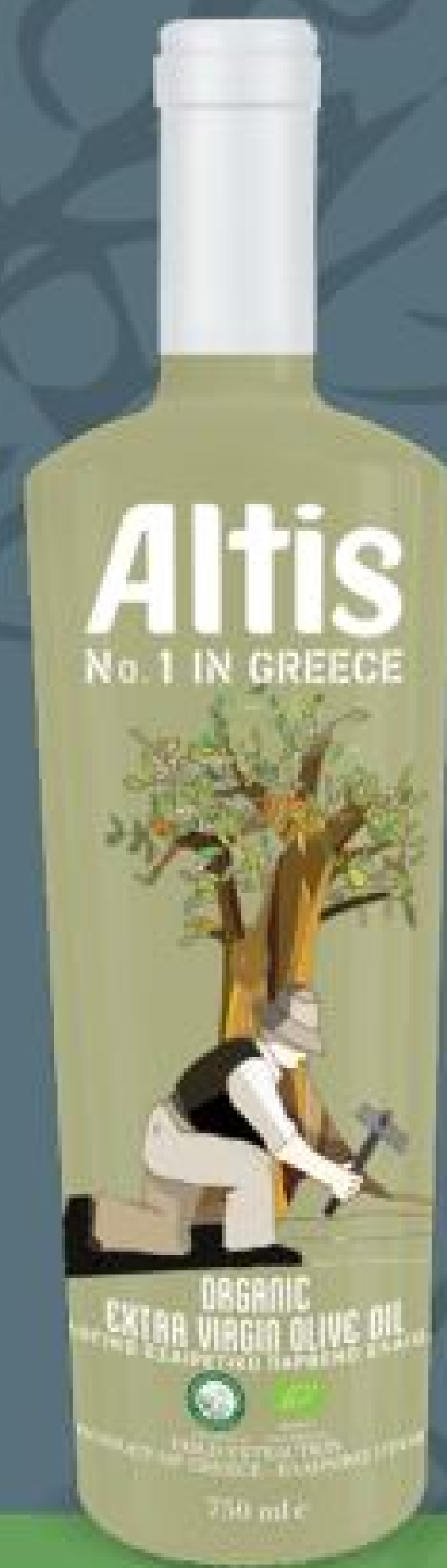
PET BOTTLES

	3 Lt
Carton dimensions	330 x 230 x 330
Content per piece	3lt
Pieces per carton	4
Gross weight per carton (Kgs)	11,7
Net weight per carton (Kgs)	10,992
Cartons per pallet	30



ORGANIC EXTRA VIRGIN OLIVE OIL PORTFOLIO

A nonpareil Extra Virgin Olive Oil produced from organic olives, collected carefully by hand. Its full taste and strong aroma is a truly incomparable experience!



ROUND GLASS	500 ml	750 ml
Carton dimensions	385 x 157 x 279	353 x 179 x 299
Content per piece	500 ml	750 ml
Pieces per carton	10	8
Gross weight per carton (Kgs)	9,4	9,9
Net weight per carton (Kgs)	4,58	5,496
Cartons per pallet	60	48



ROUND TINS	750 ml
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Cartons per pallet	80

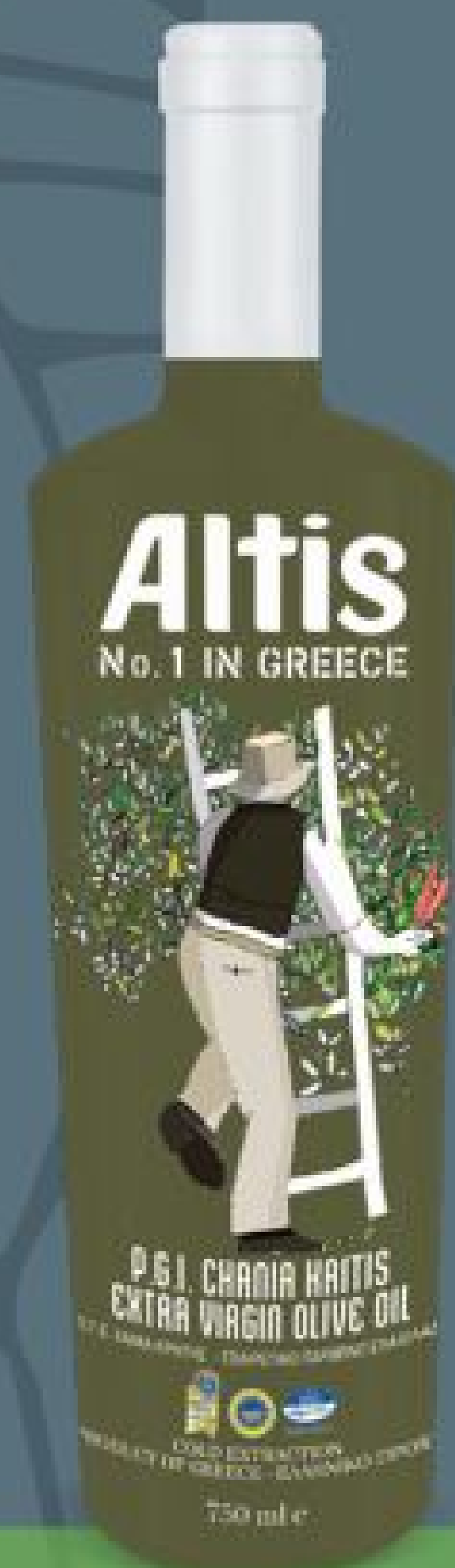


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Carton dimensions	305 x 238 x 302
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Net weight per carton (Kgs)	14,656
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TYPICAL NUTRITIONAL VALUE	PER 100 ML
Energy	3389kj/824kcal
Fat	92g
of which	
Saturates	13g
Mono-unsaturates	71g
Poly-unsaturates	8g
Carbohydrate	<0,5g
of which	
Sugars	<0,5g
Protein	<0,5g
Salt	<0,01g
Acidity	=<0,8%
Peroxide Value	=<20mEq O2/kg
Waxes	<150 mg/kg
UV Absorption K232	<=2,50
K270	<=0,22
ΔK	<=0,01

CHANIA EXTRA VIRGIN OLIVE OIL PORTFOLIO

A Protected Geographical Origin Extra Virgin Olive Oil that comes from the island of Crete. Each year Altis experts select the best crops from Chania area, in order to offer a unique product with strong tastes and rich aftertastes.



ROUND GLASS	500 ml	750 ml
Carton dimensions	385 x 157 x 279	353 x 179 x 299
Content per piece	500 ml	750 ml
Pieces per carton	10	8
Gross weight per carton (Kgs)	9,4	9,9
Net weight per carton (Kgs)	4,58	5,496
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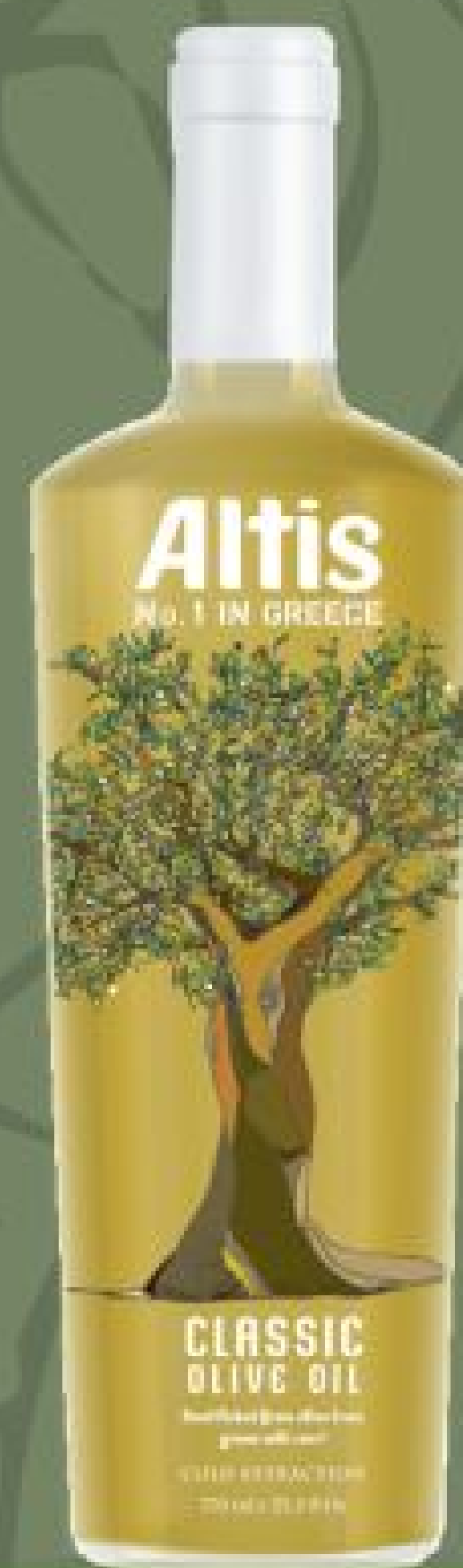
CLASSIC OLIVE OIL PORTFOLIO

A balanced Olive Oil with fine taste for more traditional bon viveurs. High quality and unique taste are guaranteed by Greek consumers, as Altis Classic is the absolute best seller in the Greek Market.

TYPICAL NUTRITIONAL VALUE

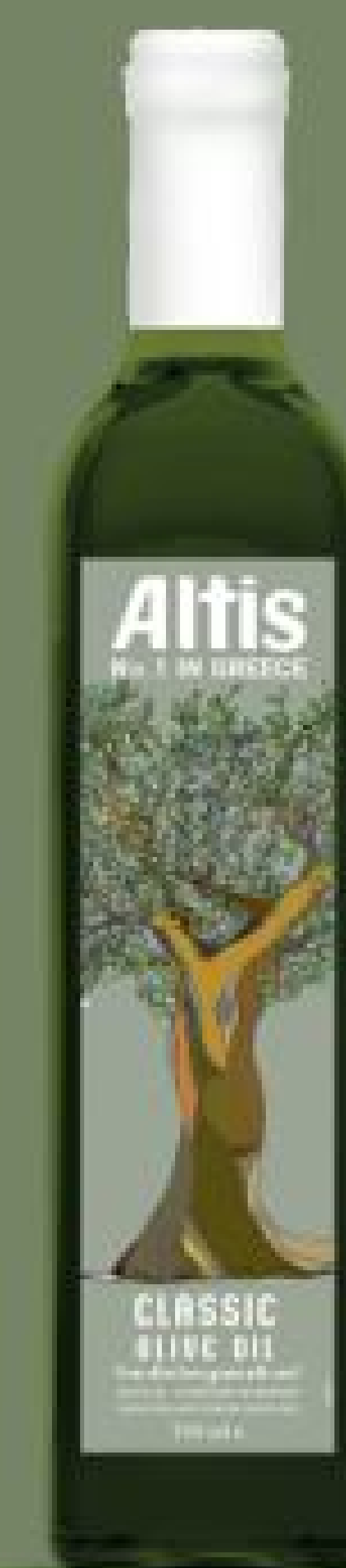
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Energy	3389kj/824kcal
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Mono-unsaturates	71g
Poly-unsaturates	8g
Carbohydrate	<0,5g
of which	
Sugars	<0,5g
Protein	<0,5g
Salt	<0,01g
Acidity	=<0,8%
Peroxide Value	=<15mEq O2/kg
Waxes	<350 mg/kg
UV Absorption	K270<=0,22 ΔK <=0,15



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Content per piece	500 ml	750 ml
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SQUARE GLASS

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PET BOTTLES

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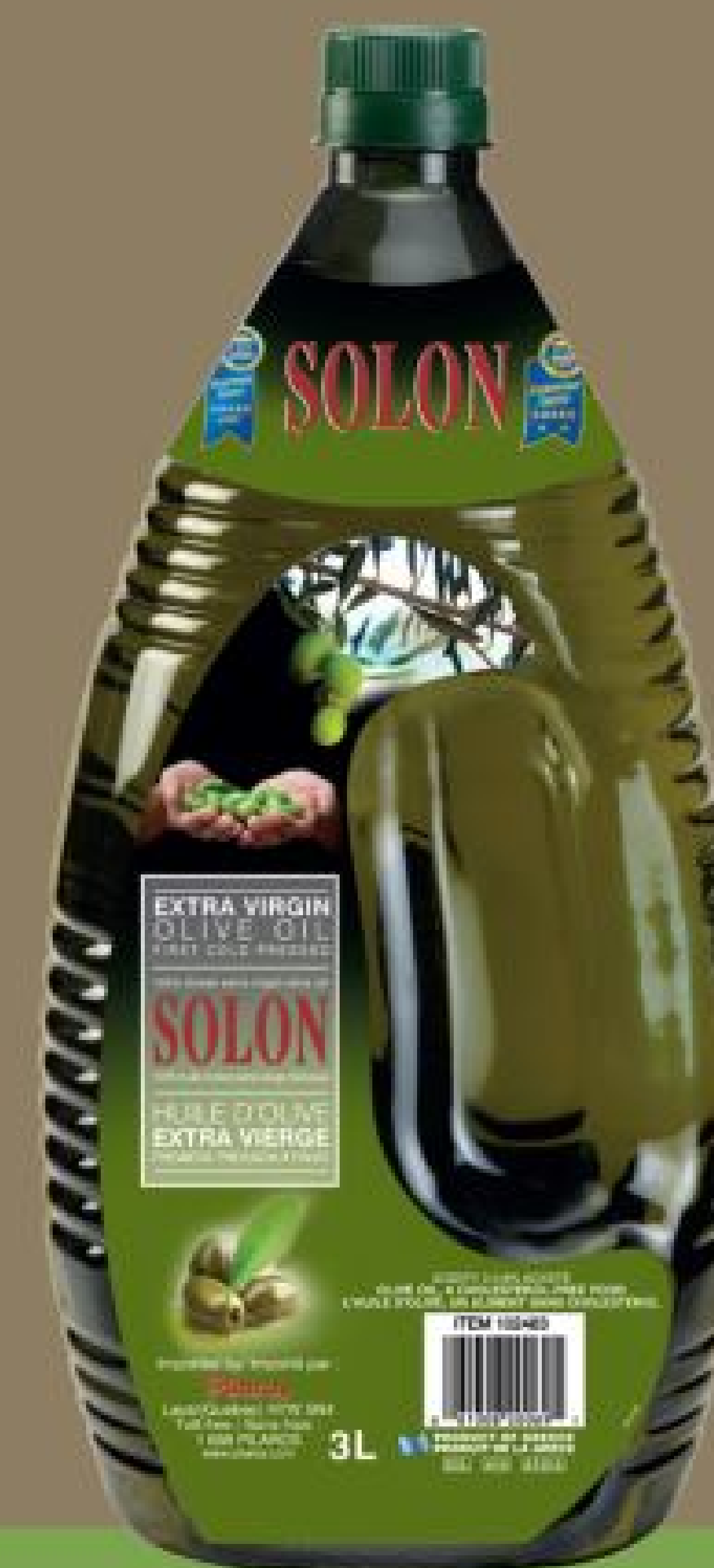
SOLON EXTRA VIRGIN OLIVE OIL PORTFOLIO

SOLON is a high quality Extra Virgin Olive Oil with a strong fresh fruit aroma, deep green color and a rich aftertaste.



SQUARE GLASS

	250 ml	500 ml	750 ml	1Lt
Carton dimensions	270 x 164 x 235	320 x 193 x 286	355 x 215 x 297	317 x 240 x 325
Content per piece	250ml	500ml	750ml	1lt
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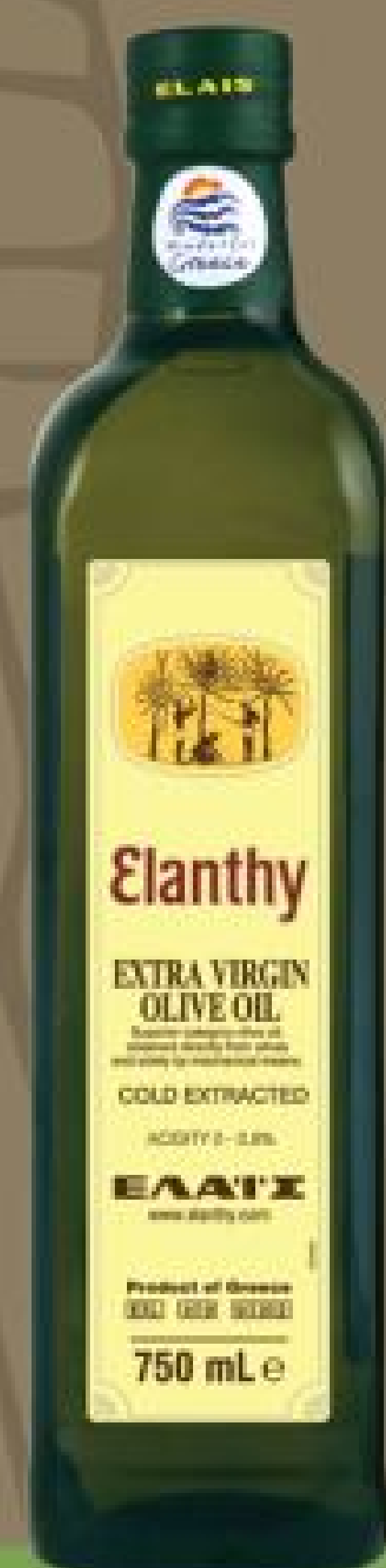
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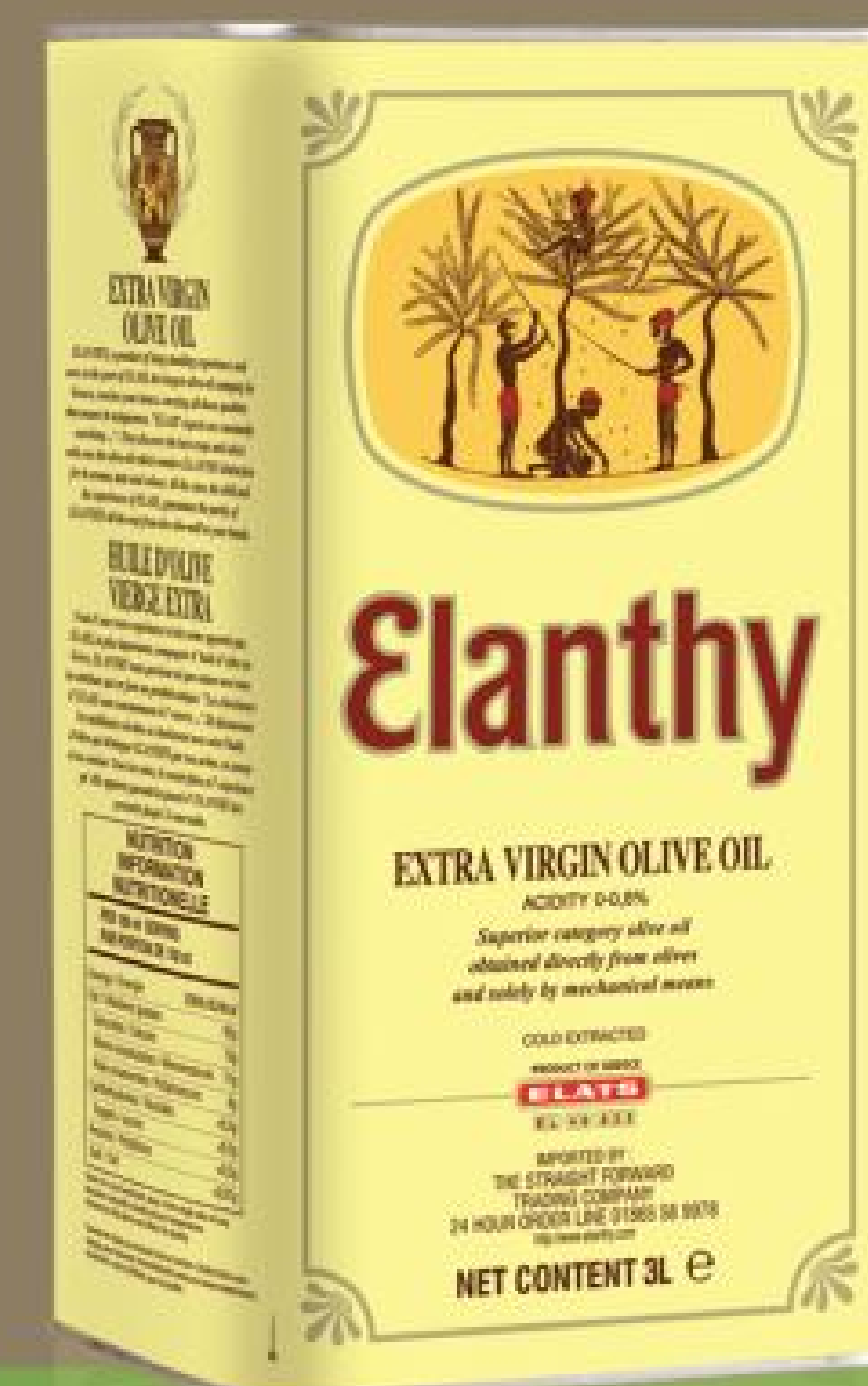
ELANTHY EXTRA VIRGIN OLIVE OIL PORTFOLIO

A high quality Extra Virgin Olive Oil, characterized by its green colour, its intense but delicate aroma of fresh cut olives and its pleasant, fruity aftertaste.



SQUARE GLASS

	250 ml	500 ml	750 ml	1Lt
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Cartons per pallet	95	56	44	33



SQUARE TINS

	3Lt
Carton dimensions	366 x 310 x 274
Content per piece	3lt
Pieces per carton	6
Gross weight per carton (Kgs)	19,100
Net weight per carton (Kgs)	16,490
Cartons per pallet	48



Unilever

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