

agrexpo

*from the valley of Messinia*





# The seed

In 1962, Panagiotis Goumas, a visionary vegetable farmer hailing from the picturesque town of Kalamata in Greece, launched a small business to promote not only his own but also his neighbors' crops in Athens and other locations throughout Greece. As the '70s rolled in, he extended his reach to Europe, and in doing so, earned the distinction of being one of the first Greek businessmen to employ the term "extrovert."

This far-sighted patriarch, who is the father of Georgios and Eftychia Goumas, the current proprietors, instilled in his children the confidence to export their goods to broader markets. Over the past five years, the third generation has diversified the company's product portfolio by exporting widely acclaimed Greek commodities including extra virgin olive oil Kalamata PDO, Kalamata Olives and Kalamata natural sun-dried figs to global markets. Consequently, Agrexpo has emerged as award-winning leaders in the promotion of agricultural products in the Peloponnese region.





# The soil

In this land, where cypress trees climb up the coast alongside the olive trees and where the sun warms the hearts and ripens the fruits, one can discover some of the finest produce that Greece has to offer. The Messinian valley, which has sustained its inhabitants for over 4,300 years, continues to provide nourishment in the same manner as it did during the Mycenaean era, when palaces and residences stored sweet figs and golden olive oil in their cellars. The fertile Messinian soil is steeped in history and remains just as lush today as it once was, a testament to its bounteousness and cultural richness that it offers up its produce with open-handed generosity. Agrexpo, which distributes these delectable goods to three continents, is simultaneously spreading the culture of the people who cultivate them.





# The culture

The company's strength lies in the exceptional products crafted by the skilled Messinian farmers. These farmers are more than acquaintances to Agrexpo. They are cherished friends. For each plot of land, there is a family behind it, whose names are well-known to the Agrexpo team. They extend their unwavering support to these families at every step, offering advice, technical assistance, and up-to-date agricultural information. At the core of every Messinian farmer lies an unbridled passion for the earth, instilled in their DNA for countless generations. Whether tilling the land with horses and ploughs or using cutting-edge technology, their profound love for the cultivation of the soil remains unchanged.





# The bearing of fruits

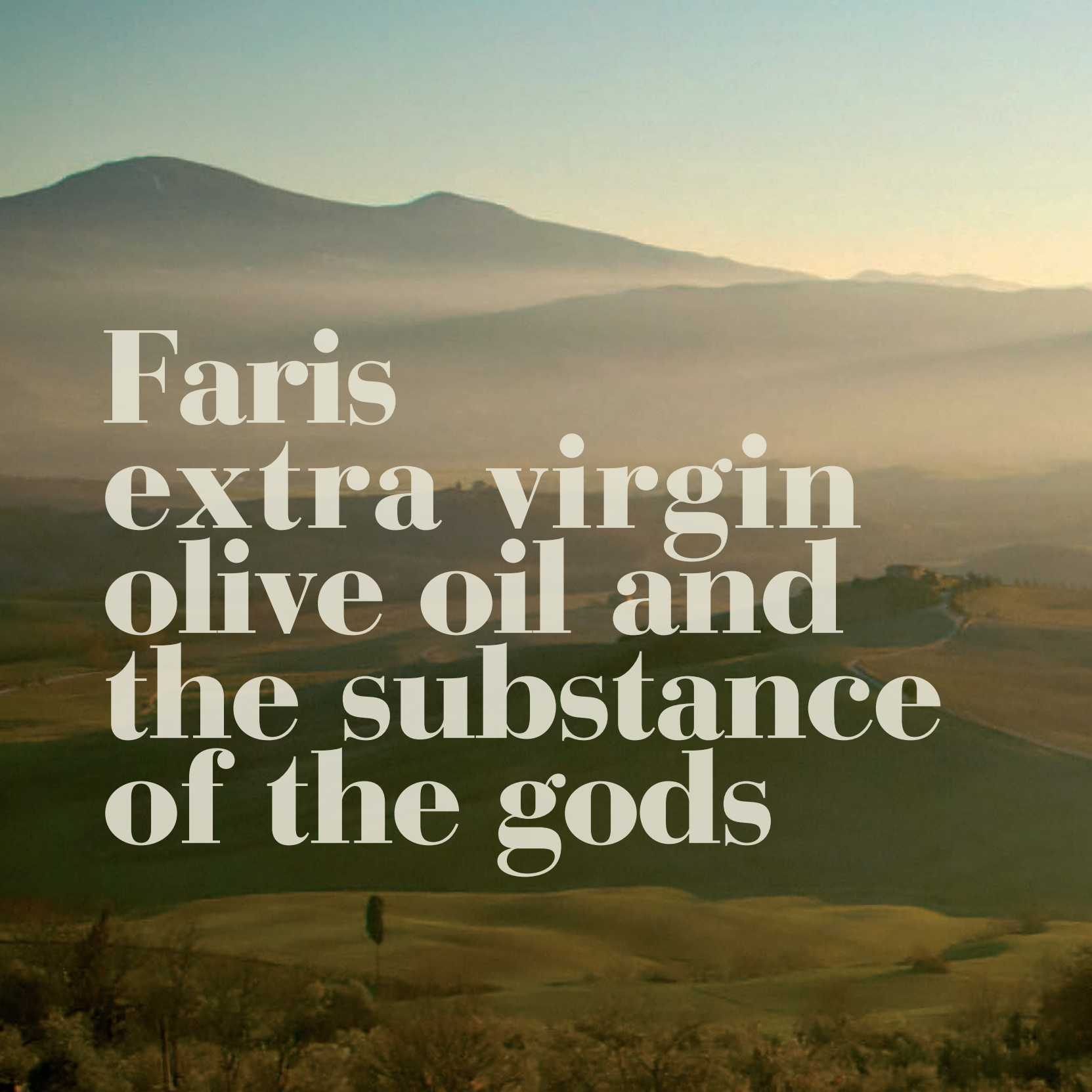
Agrexpo stands tall as an award-winning pioneer in the promotion of agricultural products throughout the entire Peloponnese region. Always with a keen eye towards the future, its people persistently strive towards enhancing the present. They continually incorporate innovative farming techniques, rely on specialized technical advisors for each season and crop, and make steadfast investments in sustainable growth. Their profound understanding of the local market allows for an optimal quality-price ratio. Presently, Agrexpo exports their splendid Messinian products to esteemed food and restaurant chains, hotels, and stores across the US, Canada, Europe, Asia and Australia.






FÄRIS™

from the lush olive groves of Kalamata

A scenic landscape featuring rolling green hills in the foreground, a winding river or path through the middle ground, and distant mountains under a hazy, golden sky. The text is overlaid in a large, white, serif font.

Faris  
extra virgin  
olive oil and  
the substance  
of the gods



Produced in the sun-kissed and lush valley of Messinia, it is an extra virgin olive oil of exceptional quality and of global recognition. For us, Messinians, it is more than just a commodity; it is an ancient good that has been passed down from generation to generation, for thousands of years. It is a symbol of our deep love for the land, and of the care and attention we give our groves, year-round. For us, the harvest is a time of great joy, as we gather to celebrate the golden elixir of the new season.

But its value extends far beyond its taste. It offers a myriad health benefits, from its high levels of antioxidants to its anti-inflammatory properties. It has been shown to reduce the risk of heart disease, stroke, and other chronic illnesses. And of course, it is heaven to use in cooking or raw in salads or just on its own, on top of a freshly baked slice of bread.



# Extra Virgin Olive Oil KALAMATA PDO

Extra virgin olive oil of cold extraction, originating exclusively from the Koroneiki variety of Kalamata, it is famous for its aromatic and strong flavor. Recommended for virtually any application, marinade, sautering, grilling, salads and even baking.



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FARIS

from the lush olive groves of Kalamata

ORGANIC  
EXTRA VIRGIN OLIVE OIL

cold extraction  
PRODUCT OF GREECE

500ml 16.9 fl oz



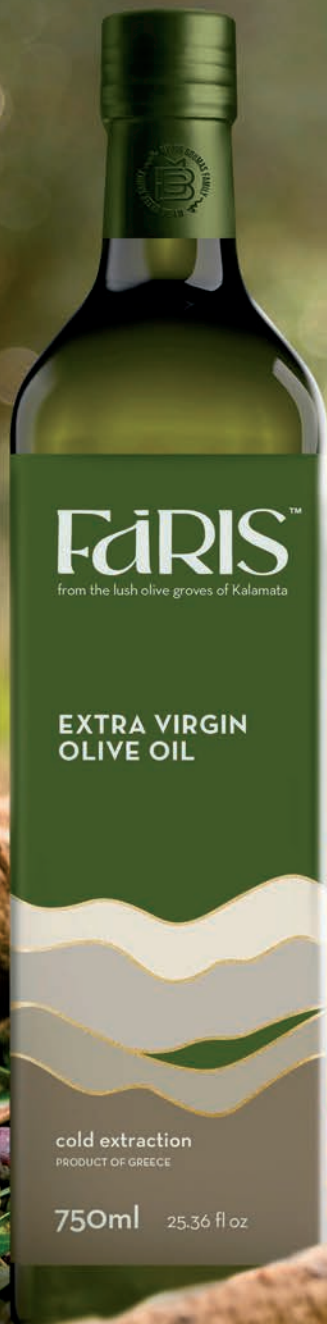
# ORGANIC

## Extra Virgin Olive Oil

Extra virgin olive oil of cold extraction, produced entirely with organic farming methods. It has low acidity reaching max 0.6% and comes from the famous Koroneiki variety, renowned for its aromatic and strong flavor. Recommended for virtually any application, marinade, sautering, grilling, salads and even baking.



GR-BIO-01  
EU  
Agriculture



**FaRIS™**

from the lush olive groves of Kalamata

**EXTRA VIRGIN  
OLIVE OIL**

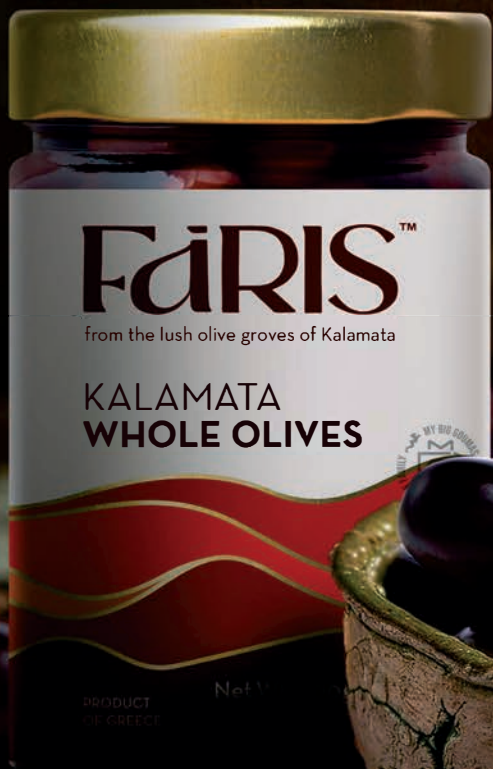
cold extraction  
PRODUCT OF GREECE

**750ml** 25.36 fl oz

# EXTRA VIRGIN OLIVE OIL

Extra virgin olive oil of cold extraction. It has particularly low acidity which can start from 0.3% and reach max 0.6%. It is produced from the Koroneiki variety, famous for its aromatic and strong flavor. Recommended for virtually any application, marinade, sautering, grilling, salads and even baking.





# KALAMATA WHOLE OLIVES

They are among the most popular olives in the world. Dark-skinned, large, fleshy and fruity they come from selected olive groves of the Messinian valley.



# KALAMATA OLIVE PASTE

Made from 100% Kalamata olives, which are among the most popular olives in the world, this healthy and wholesome spread makes a great alternative to ketchup or mustard, a dip for pizza bread, a delicious topping for toast and crackers and a scrumptious ingredient for salad dressings and pasta sauces.



*a superfood to be enjoyed  
in all seasons*





ADAM  
& EVE

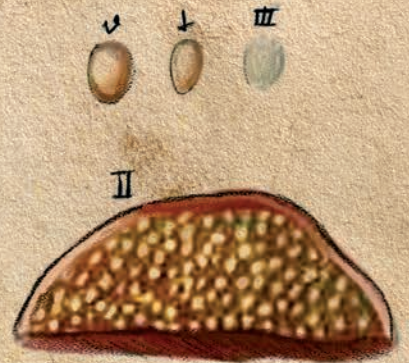
*How an ancient  
superfood is key to today's  
lifestyle*



I. Amidst the lush landscapes of Kalamata in Messinia lies a hidden treasure - ripe, sweet figs, handpicked one by one from the trees and left to dry under the sun, the same way it was done thousands of years ago, preserving their rich flavor and nutritional goodness.

These figs are called Adam & Eve, and they are a true marvel bursting with health benefits that nourish both the body and soul.

Mary D Arnold





**II.** Rich in fiber, vitamins, and antioxidants, figs are considered one of the most ancient superfoods. They are packed with dietary fiber, which helps digestion, lowers cholesterol levels, and reduces the risk of heart disease. They also contain essential minerals such as calcium, potassium, magnesium, and iron, which are important for maintaining strong bones, healthy blood pressure, and normal muscle and nerve function.

**III.** Figs are a good source of antioxidants, which protect cells from damage caused by free radicals and may help reduce the risk of chronic diseases such as cancer, diabetes, and heart disease.





**IV.** Adam & Eve are of exceptional quality and come highly certified, being fleshy and deliciously sweet.

As you bite into one of our figs, you are transported to a world of sensory delight where the concentrated deliciousness of the fruit mingles with the subtle notes of the earth, a harmony that can only be achieved through the perfect balance of the land of Messinia.

*a superfood  
to be enjoyed  
in all seasons*



*to his audience 2 days ago, and  
lol lol, shake for dyspnoea.  
T.V.J.*

NO PRESERVATIVES | NO ADDED SUGAR | READY TO EAT SNACK



# ADAM & EVE

KALAMATA  
SUN-DRIED FIGS  
*product of Greece*

*to his audience 2 days ago, and  
lol lol, shake for dyspnoea.  
T.V.J.*

NO PRESERVATIVES | NO ADDED SUGAR | READY TO EAT SNACK



# ADAM & EVE

KALAMATA  
FIG SALAD  
SPRINKLES  
*product of Greece*

*product of Greece*

NATURALLY DRIED  
UNDER THE SUN

*a superfood to be enjoyed  
in all seasons*



# ADAM & EVE

KALAMATA  
STRING FIGS  
*product of Greece*

*ingredients:  
Sun-Dried Figs*

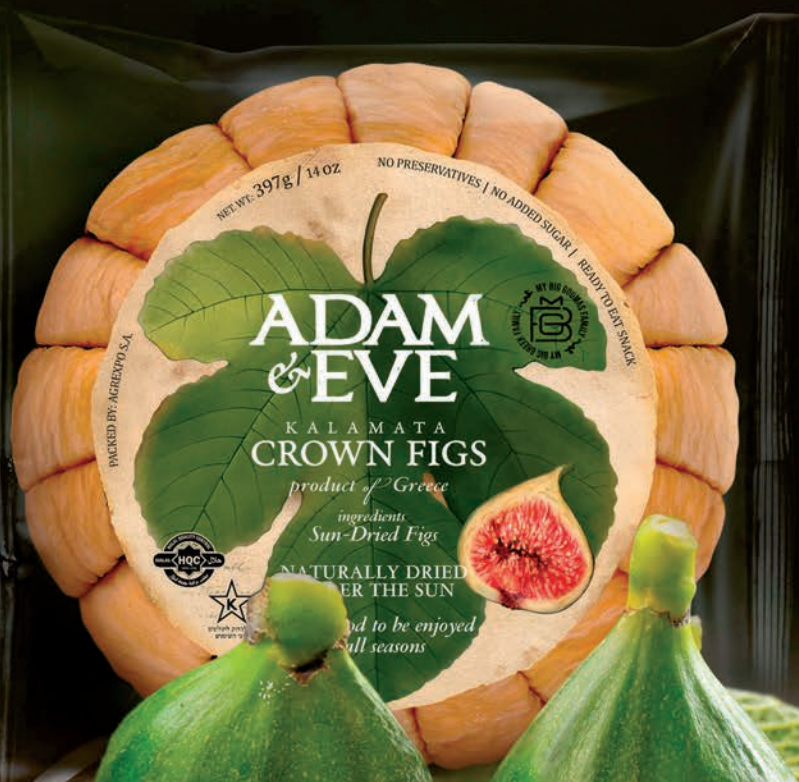
NATURALLY DRIED  
UNDER THE SUN

*superfood to be enjoyed  
in all seasons*



NO PRESERVATIVES | NO ADDED SUGAR | READY TO EAT SNACK







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