



# FaIRIS<sup>TM</sup>

from the lush olive groves of Kalamata






# *A tree planted by the hand of an Hemitheos*

In Homer's *Odyssey*, Ulysses describes the land of the Cyclops as "a land that never knew the taste of the fruit of the olive tree." This shows how valuable the olive tree was to the ancient Greek civilization.

To the people of Messinia, the olive tree is even more sacred as it is deeply intertwined with the land. According to legend, the first olive tree in the region was planted by Faris, a demigod, son of Hermes and the Danaid Philodameia, who is also known as an Hemitheos. Faris is the legendary founder of the ancient city of Farai, which is known today as Kalamata.

For thousands of years, his descendants continued to cultivate the land, producing olives and olive oil, and passing down their knowledge and techniques from one generation to the next. The lush valley of Messinia, with its temperate climate and rich soil, provided the perfect conditions for cultivating some of the world's most famous olive products.





The people of ancient Messinia learned to harness the potential of this precious crop and developed methods for producing olive goods that are still followed today to a large extent. Olives were carefully pulled from the trees with long-handled rakes and taken to large stone presses, where they were methodically crushed to release their precious oil. The resulting “liquid gold,” as Homer described it, was then stored in large clay jars for future use.





# *Faris Olive Oil and the substance of the gods*

A product of the sun-kissed, lush valley of Messinia, it is of exceptional quality and has earned 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.







A photograph of a bottle of Farris olive oil and a hand drizzling it over a salad. The bottle is in the foreground, and the hand is in the upper center. The salad is in a bowl in the background. The lighting is dramatic, highlighting the oil and the ingredients.

**Farris**<sup>™</sup>

from the lush olive groves of Kalamata

EXTRA VIRGIN OLIVE OIL  
**KALAMATA PDO**



cold extraction  
PRODUCT OF GREECE

**750ml** 25.36 fl oz



# 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.

250ml | 500ml | 750ml | 1lt | 3lt | 5lt



POC / 3287-31567.17







**FARRIS™**  
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.

250ml | 500ml | 750ml | 1lt | 3lt | 5lt



GR-BIO-01  
EU  
Agriculture

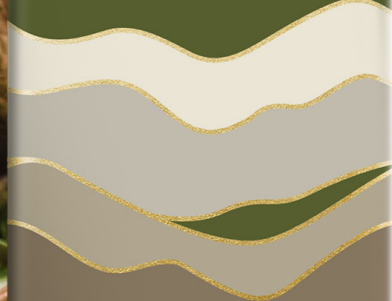




# FARIS™

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.

250ml | 500ml | 750ml | 1lt | 3lt | 4lt | 5lt











## **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. Collected by hand, one by one, they are packed in brine with red wine vinegar and dressed generously with extra virgin Kalamata olive oil. They complete every meal or make a meal on their own with some bread, cheese and tomatoes.









## **Kalamata Olives 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.



“I lived the beloved name  
In the shade of the aged olive tree  
In the roaring of the lifelong sea.”

- Odysseas Elytis, 1911-1996

  
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