



## HELLENIC FINE OILS COMPANY PROFILE

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Hellenic  
Fine  
Oils



# HELLENIC FINE OILS COMPANY PROFILE

## INTRODUCTION

Hellenic Fine Oils S.A.

Active in the production & bottling of olive oil & seed oils, as well as in the trade of Delicatessen products.

- Founded in 2000
- Facility Production Capacity: 30.000 tons per year
- Exports in 5 continents & 35 countries

& is affiliated to Soya Mills Group

- 2017 turnover: over 280 million €

• Soya Mills S.A. is the 5th largest Greek company in the agricultural & food products sector which was founded in 1974.



## INFRASTRUCTURE

### Main plant – Soya Mills

- Located in Korinthos
- Owns a private port
- Oil Refining capacity of **250 tons daily**
- Types of warehousing facilities:  
flat, silos, stainless steel tanks
- Laboratory equipped for olive oil, seed oils and grains analyses
- ISO 9001 & ISO 22000:2005 certified

### Hellenic Fine Oils SA Bottling House

- Located in Korinthos
- Bottles all types of olive oil & seed oils
- Owns 5 production lines
- Types of warehousing facilities:  
stainless steel tanks
- Bottling capacity  
of **30.000 tons annually**



## CERTIFICATIONS

- HFO applies a quality management system, during all stages of standardization, bottling & handling of olive oil and seed oils, according to the international standards, as per ISO 22000 & International Food Standard.



A black and white photograph of an olive branch. The branch is covered with small, dark, oval-shaped olives and elongated, pointed leaves. The background is blurred, showing more of the tree and some light filtering through the leaves. The text "What do our products look like?" is overlaid in the center of the image in a white, bold, sans-serif font.

**What do our products look like?**



## SPARTA GOLD

**Sparta Gold** is our flagship brand and main exported product, as it is present in the largest supermarket chains and delicatessen stores in the international market. Its superior quality is recognized worldwide by the International Taste and Quality Institute, ITQI, but also by the International Institute of Quality, Monde Selection, which granted to our product the "Silver Award". It has also won the Silver Award in the London International Olive Oil Quality Competition. It constitutes the authentic, traditional extra virgin olive oil, which encompasses the wealth of nature in a tablespoon. The freshly harvested olives are selected from olive groves of Peloponnese. When you open a bottle, you can immediately recognize a rich flavor, a spicy finish and a velvety texture. It is characterized by its bright and clear green color. Sparta Gold . Suitable for professional use . Try Sparta Gold to enhance the flavor of your dish.



- Available in 250ml, 500ml, 750ml, 1lt glass packaging, as well as 250ml, 500ml, 750ml, 3lt, 4lt, 5lt tins, and miniatures of 20ml, 60ml, 100ml

**EXTRA VIRGIN OLIVE OIL**



OF  
**THE ART TASTE**



## SPARTA ESSENCES

Try our new range of unique condiments of excellent quality and unique taste.

We recently launched this new line of products of extra virgin olive oil with high nutritional value essential oils.

### **Sparta Essences Greek Oregano:**

with Greek Oregano Essential Oil, which offers its plethora of attributes to extra virgin olive oil.

Excellent with seafood, Greek salad, grilled fish and meat.

In 2020, it was awarded with the bronze medal at the Los Angeles International Extra Virgin Olive Oil Competition.

### **Sparta Essences Greek Basil:**

with Greek Basil Essential Oil. Ideal for pizza, pasta and risotto.

### **Sparta Essences Lemon:**

with Lemon Essential Oil, gushing a wonderful aroma! Add some on fish, meat, on raw or boiled vegetables.



- Available in 250ml, glass packaging

Condiment in  
 **EXTRA  
VIRGIN  
OLIVE OIL**  
with essential oils





## NAOS

As our body is the temple that protects our soul, so each of our bottles is the temple in which the pure organic extra virgin olive oil is protected and worshipped.

We are dedicated and consistent in the selection of our partners to ensure that they faithfully comply with the principles of organic farming and the certifications of Audit and Certification Institute of Organic Products (DIO), based on European regulations. The fresh olives included in "Naos" are selected from the mountainous groves of southern Peloponnese. It is distinguished by its deep green color and fruity flavor with slightly peppery finish. Naos travels around the world enhancing the awareness of the Greek land richness.

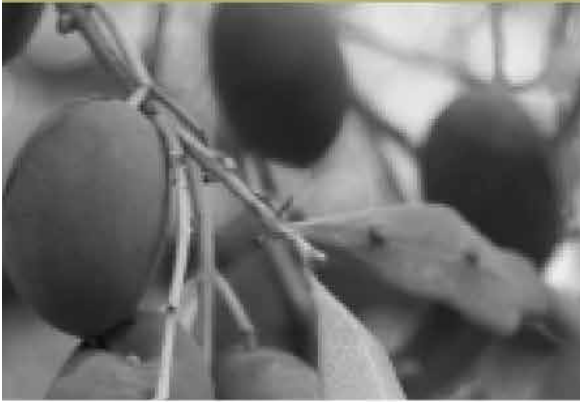
Utilizing pure organic extra virgin olive oil Naos, you may offer healthy and delicious food to your children.



- It is available in elegant glass containers of 250ml and 500ml.

Organic  
▶ **EXTRA  
VIRGIN  
OLIVE OIL**





## SOFIA

**Sofia** means knowledge, study and wisdom in Greek. The above factors compose the Greek culture and simultaneously characterize our own extra virgin olive oil, i.e. all the wisdom behind every golden drop that you taste. It constitutes a P.D.O. (protected designation of origin) extra virgin olive oil of Krokees in Laconia, thus sealing its high quality. The Lakonian village, Krokees, is one of the traditional and most recognized olive oil producing areas worldwide. The superior nutritional values of this product are interpreted by the excellent quality of the fruit, that belongs to the unique varieties "Myrtolia" and "Athinolia", by its production and harvesting processes and finally by the combination of its instant crushing/pressing with its mild processing. The above factors give golden color, aroma of mature olive fruit, very low acidity and high content in vitamin E.



• Packed in sophisticated bottles of 250ml and 500ml

Protected Designation of Origin



**EXTRA VIRGIN OLIVE OIL**







## DORON

Doron is the Greek word for "gift".

Every single drop is, therefore, a gift from the Greek land to the universe. Being one of the oldest plants of Greece, the olive tree gathers in this product the unsurpassed flavour of its juice. It is an authentic organic extra virgin olive oil stemmed from selected olive groves of Laconia, a well-known producing olive oil region in the south-eastern part of the Peloponnese peninsula. Doron combines the consistency and stability of high nutritional value of organic extra virgin olive oil with harmony in taste. Both its harvesting and processing procedures exclude any use of chemicals. It is characterised by its very low acidity and its fruity taste. The rich aroma of freshly cut olives overflows, while it is accompanied with its bright green colour. It is distinguished by its high nutritional value, providing superior culinary delights. The product is packaged in unique, elegant glass containers of 250ml and 500ml. At the same time, it is complemented by a premium packaging mentioning all the necessary information based on the food standards legislation with the method of golden hot stamping in the Greek and English language. Try our new product in your special recipes, even plain pouring it over a fresh baked bread slice.



- Exquisite fruity flavor, rich aroma and high nutritional values
- Available in 500ml (16.907 fl oz) fancy glass bottle complemented

Organic  
➤ **EXTRA  
VIRGIN  
OLIVE OIL**





## ANANIAS

Ananias constitutes the oldest corporate brand, which has been launched more than 80 years ago. Indeed, it was the first product in the field of olive oil to be packed in glass containers in the 80s. It is a first class extra virgin olive oil derived from the careful selection of olives cultivated on the Peloponnesian groves. It will satisfy the consumers who seek a product with fine and delicate flavor, fragrant aroma and low acidity. Ananias will be your best assistant in the kitchen, as it adds taste and flavor to your food in a natural and balanced way.



- Fine and delicate flavor, fragrant aroma and low acidity
- Glass container: 1lt / 33.81 fl oz  
Tin: 5lt / 169.07 fl oz

 **EXTRA  
VIRGIN  
OLIVE OIL**



## SPARTA greek islands

To **Sparta greek islands** is our new extra virgin olive oil with a summer breeze!

Directly from the Greek islands you will feel the freshness of the Greek sea and the special taste and aroma of the coastal olive groves.

Hellenic Fine Oils has been island hopping in order to offer you the best of every island in a special blend!

In 2020, it was awarded with the bronze medal at the Los Angeles International Extra Virgin Olive Oil Competition.

Available in 750ml glass bottle



## EXTRA VIRGIN OLIVE OIL

- Διαθέσιμο σε 750ml γυάλινη συσκευασία

extra virgin olive oil

**SPARTA**  
greek islands

*With great pride we present you our new extra virgin olive oil with a summer breeze! Directly from the Greek islands you will feel the freshness of the Greek sea and the special taste and aroma of the coastal olive groves. Hellenic Fine Oils has been island hopping in order to offer you the best of every island in a special blend!*



[www.hfo.gr](http://www.hfo.gr) [www.sparta-gold.com](http://www.sparta-gold.com)

HELLENIC FINE OILS S.A. | Alamanas str., GR 151 25, Athens, Greece, Tel.: (+30) 210-6384600

The advertisement features a 750ml glass bottle of SPARTA greek islands extra virgin olive oil. The bottle is blue and has a label with a coastal scene, the brand name 'SPARTA greek islands', and 'extra virgin olive oil'. The background is a textured wall with a blue metal railing. The text 'extra virgin olive oil' is written in a light green font above the bottle. The SPARTA logo is in a white box. A quote in italics describes the product. The Hellenic Fine Oils logo is at the bottom left. The website and contact information are at the bottom.



## ELADIN

Aiming to offer the best olive oil in the Greek family in practical packaging, we created the extra virgin olive oil "Eladin".

This product includes olives collected from selected groves on the slopes of Parnonas and Taygetos, which give mellow and fruity taste as well as rich aroma.



- It is available in food grade PET of 1lt and 2lt, as well as in 5lt tins.

 **EXTRA VIRGIN OLIVE OIL**





## AIGLI

Aigli highlights the sweet taste and distinctive aroma of freshly cut olives. It is also ideal for professional use.

It is excellent for cooking, since it withstands high temperatures without altering nutritional values. So, you may please your beloved ones preparing delicious stews and legumes for them.



- Available in food grade PET: 1lt, 2lt, 4lt, 5lt. Also, in tins of 5lt.

 **OLIVE OIL**





## VIVO

Vivo extra virgin olive oil highlights the sweet taste and distinctive aroma of freshly cut olives. It is ideal for professional use. It is excellent for cooking, since it withstands high temperatures without altering nutritional values. So, you may please your beloved ones preparing delicious stews and legumes for them.



- Available in food grade  
PET: 1lt

## ▶ EXTRA VIRGIN OLIVE OIL





## AIGLI

The production process of pomace oil is certified and audited, so that it always leads to the desired result. Its acidity does not exceed 1%, while its gentle flavor and its bright green color constitutes its main significant advantages. Indeed, the 5lt is ideal for professional use. It caters for the need of a more economical product which has an efficient frying performance.



- Acidity below 1%, gentle flavor, bright green color, recommended for frying
- Available in food grade PET: 1lt (33.81 fl oz) / 5lt (169.07 fl oz)

 **OLIVE  
POMACE OIL**



## SPARTA BRONZE

Το πυρηνέλαιο **Sparta Bronze** είναι πιστοποιημένο και ελεγμένο και οι διαδικασίες παραγωγής του πυρηνελαίου οδηγούν πάντα στο επιθυμητό αποτέλεσμα. Η οξύτητά του είναι χαμηλή, ενώ η απαλή γεύση, η διαύγειά του και το έντονο πράσινο χρώμα είναι τα στοιχεία που το χαρακτηρίζουν. Δοκιμάστε το στα φαγητά που απαιτούν οικονομία και αντοχή σε υψηλές θερμοκρασίες.



- Οξύτητα κάτω από 1%, διακριτική γεύση, φωτεινό πράσινο χρώμα, προτεινόμενο για τηγάνισμα.
- Διαθέσιμο σε 250ml, 500ml, 750ml, 1lt, 20ml, 60ml, γυάλινες αλλά και μεταλλικές συσκευασίες των 1lt, 3lt & 5lt.

## ΠΥΡΗΝΕΛΑΙΟ





## SPARTA DELICATESSEN

The range of our delicatessen products include interesting flavors of excellent quality and high aesthetics, which will pleasantly surprise your palate.

**Flavored Olive Oil** It is a natural product which captures the flavor and the smell of the Greek land. The virgin olive oil stems from well-chosen olive groves of Peloponnese. Flavored olive oil "Sparta" contains only natural edible herbs including sun-dried tomato, garlic, oregano, rosemary and hibiscus, while it is packaged in 500ml glass containers. All these elements compose a unique appearance and taste. The awarded Flavored "Sparta" is ideal for raw utilization in both salads and seafood, but also for the preparation of bakery products highlighting your recipes.

**Balsamic Vinegar** "Sparta" is produced by the fermentation of high quality wines selected from the region of Modena in Italy. It has a rich, sweet and sour taste and distinctive aroma. It also has high levels of phenols and bioflavonoid with powerful antioxidant. The balsamic vinegar "Sparta" is packaged in 250ml glass containers, so that it maintains its superior quality and its amber color. It is suitable for salads, marinades and meat.

**Sun-dried Tomato** It is included among the most sophisticated products in our portfolio. The well-known sun-dried tomato "Sparta" is presented in extra virgin olive oil in glass jars of 295gr. Vinegar, salt, garlic and spices complement the culinary perfection. Try it in your food, but also as a dip with crackers or vegetables.

**Kalamata Olives** It is a purely Greek product and internationally recognized for its high quality in the category of edible olives. We are dedicated to choosing olives which grow in excellent soil and climatic conditions. Kalamata olives are characterized by their great shape, their black color, their rich flavor and their tough texture.

They are rich in vitamin A, B-tocopherols and A-tocotrienols and they are a natural source of monounsaturated fatty acids. The Kalamata olives "Sparta" are available in glass jars of 360gr, preserved in salt and extra virgin olive oil.

**Green Olive Paste** It is a tasty Mediterranean appetizer with balanced flavor and light texture. The green olive paste "Sparta" consists of Greek ripe olives, while extra virgin olive oil, almond and lemon juice are combined harmoniously to meet the most demanding customers. It is available in glass jars of 185gr. Kalamata Olive Paste constitutes a healthy and gourmet snack that pleasantly accompanies your meals any time of the day. The **Kalamata olive paste** "Sparta" stands out for its unique composition. It combines the rich flavor of Kalamata olives with carefully chosen materials, including extra virgin olive oil, almond and lemon juice. It is available in glass jars of 185gr.



## DELICATESSEN PRODUCTS





## LAMPERO

The **Sunflower Oil Lampero** is a product, which is derived directly from sunseeds in the company fully vertically integrated plant. This fact ensures that the oil is always fresh & that it meets the highest quality standards. It stars in household use in Greece because of its neutral taste & its high performance. It is odorless & rich in nutritional attributes & thus is ideal for frying & preparing various dressings. Being among the highest-grade vegetable oils, rich in polyunsaturated and vitamin E, **Lampero Corn oil** flavors your food & thus constitutes a key component of certain savory and sweet recipes. Combined with its ability to withstand high temperatures, it is usually used as frying oil. It is suitable for frying, cooking, baking as well as for preparing dressings. The **Soybean Oil Lampero** is a product, which is derived directly from soybeans in the company fully vertically integrated plant. This fact ensures that the oil is always fresh & that it meets the highest quality standards. It belongs to the vegetable oils with high in polyunsaturated fatty acids & low saturated fatty acids. Lampero Soybean oil offers the ideal solution for the food industry, as it minimizes the overall cost.



- 100% natural vegetable oil
  - Non GMO
- Suitable for frying
  - Liquid form
- Ideal for all types of food
  - Non hydrogenated
- Available in food grade PET of 1lt, 2lt, 3lt, 5lt, 10lt
  - Trans fat free
- Rich in polyunsaturated fats
  - Neutral odor/flavor

Seed oils

▶ **SUN OIL**  
**CORN OIL**  
**SOY BEAN OIL**





## VIVO

The **Sunflower Oil Vivo** is a product, which is derived directly from sunseeds in the company fully vertically integrated plant. This fact ensures that the oil is always fresh and that it meets the highest quality standards. It stars in household use in Greece because of its neutral taste and its high performance. It is odorless and rich in nutritional attributes and thus is ideal for frying and preparing various dressings.

Being among the highest-grade vegetable oils, rich in polyunsaturated and vitamin E, **Vivo Corn oil** flavors your food and thus constitutes a key component of certain savory and sweet recipes. Combined with its ability to withstand high temperatures, it is usually used as frying oil.

It is suitable for frying, cooking, baking as well as for preparing dressings.



- 100% natural vegetable oil
  - Non GMO
  - Suitable for frying
  - Liquid form
- Ideal for all types of food
  - Non hydrogenated
- Available in food grade PET of 1lt, 2lt, 5lt, 10lt
  - Trans fat free
- Rich in polyunsaturated fats
  - Neutral odor/flavor



Seed oils  
**SUN OIL**  
**CORN OIL**





## VIVO maxi

• **Vivo Maxi** has been specially formulated from a unique blend of vegetable oils. It is ideal for those wanting to reduce their trans fatty acids intake without compromising on fry life. In fact, Vivo Maxi lasts 2.5 times longer than the common vegetable oils due to its high oxidative stability. It is a non hydrogenated oil and remains liquid at room temperature. Thanks to its composition, it requires fewer oil changes. In this way, disposal costs are minimized making it an optimal choice for the professional use. Vivo Maxi is ideal for "heavy duty" frying applications, as well as suitable for shallow frying, baking and sauteing offering a delicious and crispy result. It fulfills the needs of the following type of customers: hotels, catering industry and leisure centers.



- 100% natural vegetable oil
  - Non GMO
  - Suitable for frying
    - Liquid form
  - Ideal for all types of food
    - Non hydrogenated
    - Trans fat free
- Available in food grade PET of 1lt, 2lt, 3lt, 5lt, 10lt
- Rich in polyunsaturated fats
- Neutral odor/flavor



**vivo Maxi**

**New Vegetable Oil blend with a high content in High Oleic Sunflower Oil**

- **Professional high performance** frying oil
- **High oxidative stability** that ensures more frying & less waste
- **Lower total cost of use** reaching up to double days of frying comparing to sunflower oil
- **Healthy choice**, 0 trans fat (non hydrogenated) & 0% palm oil content (low saturated fat)
- **Ease of use** as it does not solidify and forms no sediment
- **Excellent taste & crispy outcome** because food absorbs less oil



## VIVO cotton & colza

- **Vivo Cotton** is a cottonseed oil, which is suitable for frying and food preparation. It is liquid form at room temperature, and therefore practical to use and manage. Its efficiency is greater than other vegetable oils, achieving better price-performance ratio. Its main feature is its neutral taste and odor, thereby highlighting the flavor of the final product. It is flexible for those who fry and prepare different types of food. Its high content in tocopherols contributes to its long shelf life and its stability at higher temperatures. Finally, cottonseed oil is rich in polyunsaturated fatty acids reaching a percentage of 56%

- **Vivo Colza** is a rapeseed oil derived by the processing of oilseeds. It is liquid at all temperatures and thus it is practical to use and manage. Vivo Colza lasts longer than the other vegetable oils, achieving a better price - performance ratio. Indeed, rapeseed oil exhibits 80% greater performance than sunflower oil, making it an economical solution under normal frying conditions. It is also rich in monounsaturated fatty acids, an element that contributes to frying stability, high performance and cost reduction. It is rich in omega-3 fatty acids and has a neutral taste and odor. Vivo colza constitutes a flexible solution for those who fry different types of food.



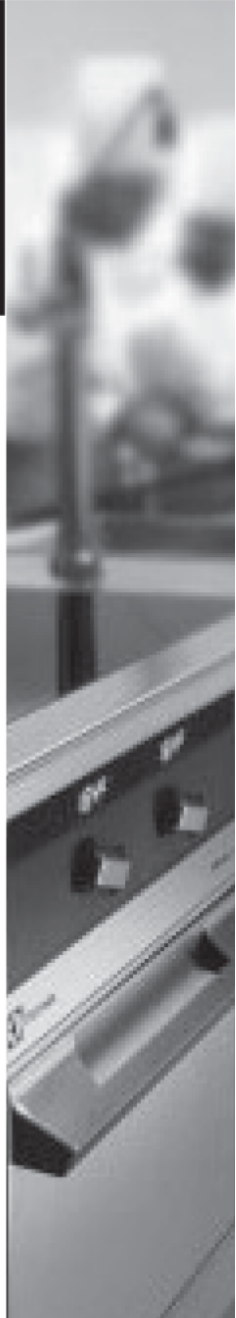
## FRITTO SUPERFRY

- **Fritto Superfry** consists of a blend of vegetable oil (high quality sunflower oil & olein) suitable for frying. It is an ideal solution for those who want to have a high strength product compared to simple seed oils. At the same time it is an economical solution for the kitchen, because with its increased durability it is achieved & cost reduction. The Brilliant Fritto Superfry serves professional kitchens and is ideal for uses such as frying potato but also food. It is a non-hydrogenated oil & thanks to its composition the result in the food is excellent & crisp without odors.



## Professional COOKING OILS

- 100% natural vegetable oil
    - Non GMO
    - Ideal for frying
    - Liquid form
  - Suitable for all types of food
    - Non hydrogenated
    - Available in food grade
      - PET of 10lt
- ADVANTAGES
- Trans fat free
  - Frying stability
  - High performance
  - Economical solution
    - /improved performance-price ratio
  - Neutral odor/flavor



# Where in the world are our products being sold?

## MAJOR CUSTOMERS

The Company develops collaborations with both key supermarket chains and major distributors around the world on both branded and private label products. Indeed, HFO is one of the leading suppliers of private label products in key account supermarkets in Greece and abroad, a factor that indicates its extensive production capacity, its solvency and its credibility.

### Customers in Greece

- Metro
- AB Vassilopoulos
  - DelHaize Group
- Sklavenitis
- The Mart



### Customers abroad

- Casino Group
- Spinneys
- Muffato
- Makro Metro Group
- Auchan
- Delhaize group
- Norfa
- CBA
- COOP



### Customers in the USA

- Cost Plus
- TJX Group
- Loumidis Foods
- UMass Amherst





# What differentiates our products?

## THE CORRECT MIX



- Carefully selected olive groves from the Peloponnese region, one of the most renowned olive oil producing areas worldwide
- Premium Quality guaranteed
- High nutritional values
- Wisely selected second materials preserving all the nutritional components of the products
- Stability / Long term relationships with partners
- Ability to execute large orders, multiple SKUs & requirements
- Strong presence in both retail & wholesale market, as well as in the HO.RE.CA. sector
- Offer of both branded & private label products
- Competitive pricing
- Great quality/price ratio
- Alignment with current trends: Emphasis on healthy eating Mediterranean diet
- Intense extroversion / export orientation
- Continuous development of our product portfolio complying with the market changes

We want to be highly selective about what you sell. Above all, we want to develop long-term, win-win partnership with you!



# What makes Greek olive oil so special?

## GREEK OLIVE OIL

### 1 ecological system

- The olive tree is deeply rooted in the country's soil
- The weather conditions are favorable to its cultivation
- Unique and differentiated varieties depending on the region, the altitude, the soil...
- The most appropriate varieties for a given biotope

### 3 processing storage process

- The storage of the fruit and its immediate pressing assure product life span
- Advanced olive mills / First cold extraction method
- Ideal conditioning / storage of the olive oil
- Continuous monitoring of the raw material quality

### 2 harvesting picking process

- Traditional picking method and close attention to the growth of the fruit
- Adequate measure to clean the fruit

### 4 greek cultivators

- The olive tree is strongly linked to Greek history
- The rich cultural experience pairs up with scientific knowledge
- Long-term dedication and love to the olive tree



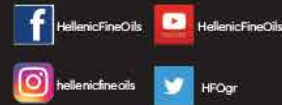
Want to learn  
more about us ?

How will you  
reach us ?



## LINKS

- [www.hfo.gr](http://www.hfo.gr)
- [www.sparta-gold.com](http://www.sparta-gold.com)
- [www.soya-mills.gr](http://www.soya-mills.gr)



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