

# GRECOTEL

HOTELS & RESORTS



## AGRECOFARMS

ΟΙΚΟΣ ΕΛΛΗΝΙΚΩΝ ΑΓΑΘΩΝ

### **AgrecoFarms launches e-shop, makes foray into US market.**

#### **GrecoFarms awards associates and producers at Rethymno AgrecoFarms receives Gold Prize for Innovation.**

**AgrecoFarms**, a member of the **GrecoFarms** Group, launches exports to the U.S., where its products are now available at **Carissa's** in the East Hamptons—the first of many collaborations in New York and elsewhere. The AgrecoFarms product line is now available for sale online through a new **e-shop** at **AgrecoFarms.gr**.

The traditional brand AgrecoFarms, which shares the Group mission of presenting and offering “the best of Greece” to GrecoFarms’s global customers and associates, has sought to link the primary and tertiary sectors of the economy. It has achieved this by creating a high-quality range of food products highlighting the abundance and wholesomeness of the Cretan land as well as a range of personal care products inspired by Crete’s legendary nature and resources.

GrecoFarms and its founder, Nikos Daskalantonakis, have been in the vanguard of connecting the hospitality industry with local agricultural production and contract farming. Indeed, GrecoFarms resorts have been exemplary in their application of environmental policies since 1990.

AgrecoFarms food and personal care products are best-sellers at the Hellenic Duty Free Shops at Greek airports. Both ranges use ingredients sources from specialised local producers according to stringent specifications.

GrecoFarms’s creative department has enhanced the packaging and visual presentation of these products, emphasizing their origin with motifs from Ancient Greek vessels and folk crafts, chosen for their jaunty colours and designs that mirror contemporary aesthetics.

Adding to the momentum of GrecoFarms’s initiative in launching the AgrecoFarms product range is the Gold Prize for Innovation it received at the **2017 Packaging Innovation Awards**. The awards are presented for innovation and packaging design organised annually by Boussias Communications with the Association of the Greek Manufacturers of Packaging & Materials (SYBIPYS) with nominations from across the industrial and business sectors, including product import and export enterprises, manufacturers of packaging and packaging materials, printing companies, graphic designers, and so on.

### **Awards event hosted at AgrecoFarms**

Grecotel welcomed the distinction by hosting its own awards event at AgrecoFarms highlighting its commitment to sustainable development in Crete and show its appreciation to local producers and AgrecoFarms associates in Rethymno for the high quality of their products.

The event was held on 21 October, where the Group honoured Stelios Koulouris, producer of organic olive oil; Manolis Paterakis, cheesemaker and producer of the Bahris brand organic yogurt; Kostas Galanis, oenologist and AgrecoFarms viticulture consultant; and, Alexis Xaris, head of production and the “soul” of AgrecoFarms.

The event was attended by the Metropolitan Bishop Eugenios of Rethymno and Avlopotamos, Rethymno MP Yannis Kefaloyannis, Deputy Regional Administrator Mary Lioni, Rethymno Mayor Georgos Marinakis, as well as city councilmembers, the heads of local professional chambers, tourism officials, senior hotel executives, the media, and representatives of AgrecoFarms’ communication partners, Hellenic Duty Free Shops and Avis.

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*N. Daskalantonakis Group*