Stepping up the pace following the first phase of our communication which was realized with the corporate TVC in 2013 (https://www.youtube.com/watch?v=LYjWcvJMeaM), the new Kallimanis’ brand TVC’s were launched early this year spreading the essence of our expertise for what we love, fish.

Promoting hake & yellow fin sole, two popular species of the fish category, we reveal our products’ high quality, based on the specific fishing methods and treatment. More specifically, the hake TVC (https://www.youtube.com/watch?v=Ea-AXiMza2E) describes the Frozen on Board concept and its advantages such as ensuring the nutritional value and pure taste of the fish.

On the other hand, TVC on yellow fin sole without chemicals, nor preservatives (https://www.youtube.com/watch?v=XUlanReDXyO) focuses on the product benefits that can be perceived during defrosting, cooking and tasting it.

Finally, the element of taste through homemade dishes served hot was included in our communication for the first time, building thus the friendly image of our brand.

Dear Friends and Partners,

Once again history has shown that Greece is a country that goes against the odds. Ending a four-year exile from market borrowing, Greece has managed to overcome severe obstacles and return to the markets. Unquestionably, an important sign that Greek economy is starting to regain the confidence of investors.

We, at Kallimanis, have been and will keep looking at Greece as a source of investment opportunities. At the same time, we will keep investing heavily in building a sustainable export business that will allow us to place our products in international markets and spread the word about the benefits of Greek diet.

New products, new Greek recipes, new partners, new countries to develop, compose our sole aspiration, to expand in Greece and abroad.

Filia, Takis & Dina Kallimani CEO’s

Reelection of Kallimanis CEO’s to the Pan-Hellenic Association of Frozen Food Companies & the Federation of Greek Industries

The active participation in major collective bodies of Greek business confirmed once again the reelection of the CEO’s of KALLIMANIS, Takis & Dina Kallimani, to key posts in two of the most important federations of the Greek market.

More specifically, Takis Kallimanis was voted for the 3rd time President of the Pan-Hellenic Association of Frozen Food Companies, while Dina Kallimani was reelected as Member of the General Council of the Federation of Greek Industries.

“At a time, when the Greek market needs rallying against recession each businessman’ actions cannot be limited in his company’s struggle.” says Dina Kallimani, while Takis Kallimanis points out that “despite the economic crisis there are many untapped opportunities for Greek enterprises that we aim to identify and exploit to the benefit of the country”.

Silver award winner of Sales Excellence Awards 2014 in Greece

Recently, our company decided to unify Retail and Food Service sales’ groups into one aggregated sales network. Through this organizational change, we managed to maximize geographical coverage in the Greek Market, as well as to increase sales’ competence and effectiveness.

The merge of Retail & Food Service network, as well as the educational program “Integrity Selling – Reliable Selling” which was attended by all members of our sales department, was the vehicle that led us to winning the Silver Award in the category “Company Sales Dept Training & Development” in Sales Excellence Awards 2014!

This contest is organized by the Greek Institute of Sales and Boussias Communications Company and is the exclusive sales contest that rewards the best sales’ practices in all business sectors in Greece.

The official awards’ ceremony took place on Thursday, March 27, 2014 at Athenaeum Intercontinental Hotel in Athens, and was attended by more than 350 senior executives.

It is worth mentioning, that this year’s evaluation of nominations was held with online rating by the members of the jury and that the awards given emerged from the score obtained through the strict procedure instituted by the organizers in order to guarantee the sheer integrity of results.

New TV spots: we love fish, we are the experts

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We were there!
International Presence in the most important 2014 Seafood Expos

Seafood Expo North America & Seafood Processing North America, Boston, March 2014

Our company participated for the first time ever in Seafood Expo North America & Seafood Processing North America, the largest exhibition for fish and seafood in North America held annually in Boston. The exhibition was attended by over 19,000 exhibitors from around the world and more than 200,000 visitors from the industrial sector of seafood in the U.S. and Canada (importers, distributors, buyers, wholesalers etc).

Our stand, which was located in the Enterprise Greece cluster, revealed our Greek character and attracted many visitors of the American market who were interested in both the Greek fish (sea bream - sea bass of Greek aquaculture, and wild catch anchovies & sardines), and in the innovative ready - to - cook - meals “Kallimanis Greek Home Flavours”, a sub-brand inspired by authentic and delicious home-made Greek recipes that combine high quality Greek fish with the finest ingredients of the Greek land (such as extra virgin olive oil from Kolimvari Crete (PDO), sea salt from Messolonghi, Assyrtiko wine from Santorini, etc.

Food Expo, Athens, March 2014

During the same period Kallimanis participated in the first international exhibition FOOD EXPO held in Athens, a contemporary and dynamic exhibition of international standards with a clear target in the B2B market. The exhibition was attended by more than 25,000 professional visitors from Greece and abroad.

Seafood Expo Global & Seafood Processing Global, Brussels, April 2014

In April 2014, Kallimanis participated in the Seafood Expo Global & Seafood Processing Global (Formerly known as the European Seafood Exposition/Seafood Processing Europe), the largest seafood trade event in the world, attracting more than 25,000 buyers and suppliers of fresh, frozen, packaged and value-added seafood products, equipment and services.

Kallimanis stand, located in the 6th hall, the biggest of the 9 halls of this expo, captivated the interest as well as very positive impressions thanks to the Greek aesthetics and elements that promoted Greek hospitality.

Visitors had the chance to taste the unique recipes of the “Kallimanis Greek Home Flavours” innovative assortment and the new recipes on whole fish that were introduced.

Moreover, Kallimanis was promoted by the expo press office, through a thorough presentation in the “Daily” magazine that was distributed during the show recognizing the innovation flair brought to the expo.

Private Label Manufacturers’ Association, Amsterdam, May 2014

Finally, on May 20-21 Kallimanis was present in the PLMA expo in Amsterdam, a trade show that brings retailers together with manufacturers to help them find new products, make new contacts, and discover new ideas that will help their private label brands succeed and grow. PLMA presents more than 4,000 exhibit stands in food and non food sector.

During the show, we actively participated with a prominent booth, attracting retailers into discovering our wide assortment in fish & seafood and we achieved to display our cook-in-the-bag recipes in the New Product Expo, which was a separate PLMA’s session created to honor and promote the most distinguished new products of the event.