January 2014

2013 REVIEW

Dear partners,

On the verge of the New Year, we at Kallimanis are inaugurating a new form of communication with our partners abroad: our international newsletter. The aim? Eliminate the distance and bring you closer by sharing with you all the important moments of our life in Kallimanis.

In this first issue, you may go through our top corporate news for 2013, a year full of relaunches and newsworthy projects.

We will be happy to receive your feedback or comments or proposals! Until our next issue, we wish you a prosperous and full of positive challenges 2014!

Filika,
Takis & Dina Kallimani
CEOs

New corporate TVC and brand re-launch

Our company welcomed 2013 with a new corporate video (TVC) which guides the viewers throughout our history which dates back to 1956. Thanks to the “two-and-a-half dimensional” technique which was used for the TVC, viewers can travel through the timeworn family pictures back to Greece of ‘50s when Kallimanis family was starting its vision. The main stars of the movie are: Mr. Georgios Kallimanis, the founder of our company, his wife Mrs. Vassiliki Kallimani who is today the president of our company, 2 of their 4 children and many of our 150 employees.

You could watch the video here:
http://www.youtube.com/watch?v=LYjWcvJMeaM

Moreover, we proceeded to a significant investment concerning the re-launch of the brand Kallimanis. Despite the period of economic crisis, we decided to highlight our products and increase their accessibility to the general public. In this context, Kallimanis – the first in Greece and one of the first in the world – placed in retail market, fish fillets entirely without additives or preservatives, something which makes the difference in defrosting, cooking and taste. It is also very important to mention that we are the first company of frozen fish and seafood in the retail sector which ensures that its entire range of whole fish is frozen on board, thus ensuring the freshness, wholesomeness and taste of a fresh fish.

Sophia Paizi
Marketing Director
New investments and distinctions in international certifications

A significant investment was realized by our company in order to further bolster our growth within but mainly outside the Greek borders. We modernized the older of the two factories located in Egio, as far as both building facilities and new equipment are concerned. Moreover, in July 2013 we were successfully inspected in order to be certified with two new standards for Quality and Food Safety, BRC Global Standard and International Food Service (IFS). It should be noted that the certifications were obtained with the highest ratings and specifically BRC: classification A and IFS: Higher level (96.25%), which confirms the deep knowledge of our company on Quality Management. Both certifications provide a high level of consumer protection whereas at the same time they provide increased competitiveness and opportunities for new partnerships to the certified companies since their high quality status is recognized abroad.

Andreas Bartzelas
Quality Manager

New range of ready-to-cook meals, “Kallimanis Greek Home Flavours”, designed especially for the European consumer

This product line of frozen, ready-to-cook meals is inspired by authentic and delicious homemade Greek recipes, prepared by the Michelin star awarded chef, Lefteris Lazarou, which combine fish of exceptional quality and freshness, (seabream and seabass from Greek farms but also the most popular for the consumers species cod and salmon) with sauce made of the finest PDO (Protected Designation of Origin) ingredients of the Greek land. This revolutionary product line addresses to both the retail and the HORECA market and is designed specifically for the consumers of North and Central Europe who appreciate and seek the nutritional value of Greek fish and cuisine since it offers them the opportunity to include quality fish meals in their everyday life. The main innovation of these new products is the way of cooking, using an advanced cook-in-the-bag technology. The cooking bag is made by polyester, suitable for cooking in both conventional oven and microwave. Due to the advanced vent release system of the bag, the fish is cooked within a few minutes remaining moist and flavoursome while at the same time the kitchen remains mess- and odor-free.

Christina Papadopoulou
R&D Manager
New packaging and mini packs

We have proceeded to redesign the packaging of our products. The new packaging includes:

• Cooking advice by the Michelin star awarded chef, Lefteris Lazarou
• Information about the right handling and nutritional value
• Intended use per product (e.g. oven, pot, pan)
• Information about the “KALLIMANIS Freshness Guarantee”
• Ways of contact with our company through the consumer line, internet and social media
• QR code which gives immediate access to more information

Moreover, due to our consumers’ request for smaller packaging and thus lower price of our products, in order to make it possible for them to include fish in their daily meals, we created mini packs of 300 gram for the most popular species like Alaska pollock fillets, Yellowfin sole fillets and Pangasius fillets.

Lovefish.gr: all about fish & seafood

At Kallimanis, we utilize at the utmost the dynamic and interactive tools that the internet has to offer. Recently, we created www.lovefish.gr, a special and authentic website where visitors can find delicious recipes for all the flavours of the sea, smart tips for processing and cooking fish and seafood as well as useful nutritional information by a team of scientists. This website is dynamic, gets constant updates and is characterized by vitality and warmth.

Additionally, we have proceeded in radical changes of our corporate website and we have entered dynamically into the facebook community with our new fan page.

Sophia Paizi
Marketing Director
In 2013 we participated in two major events in the sector of Food & Beverages. We started last spring with a successful presence in “Seafood Expo Global/Seafood Processing Global” which is the largest seafood trade event in the world and takes place every year in Brussels. The fair was held from the 23rd till the 25th of April offering the opportunity to 1700 companies to from over 75 countries to exhibit their products to more than 25,000 professionals from over 140 countries.

After this successful presence, it was time for another major event in autumn. Between the 5th and 9th of October, we participated in Anuga, the world’s leading food fair for the retail trade and the food service and catering market, which takes place every two years in Cologne, Germany. This time, more than 6700 suppliers exhibited their products to 155,000 professionals from 187 countries.

During both fairs, our modern and cozy booth attracted many visitors with strong interest in our complete range of Greek fish (seabream, seabass, anchovy and sardine) and we made important contacts with both existing and potential customers, which are expected to have immediate results. Moreover, our guests had the opportunity to taste the new product line “Greek Home Flavours” expressing their best reviews for the delicious taste.

Dimitris Ganas
Exports Manager