Dear Friends and Partners,

With openness at the heart of our business strategy, the first semester of 2015 was a period during which KALLIMANIS’ work had been covering a breadth of expansive activities, accomplishments and recognition: strong presence in international seafood events, new co-operations, an innovative product launch, two honoring distinctions and a strong CSR presence in Greece.

Openness will continue to be our advisor in the future months as well. Despite the challenges resulting from Greece’s recent political developments and financial recession, KALLIMANIS will take advantage of its 60 years of experience and expertise and will keep up working for an even stronger presence in the Greek and International market.

Filia,
Dina & Takis Kallimanis
CEO’s

INVESTING IN OUTWARD ORIENTATION

With an eye constantly pointing to an outward focus and for opportunities of new markets in Greece and abroad, during the first quarter of 2015 we participated in four major international exhibitions, focusing on the expansion of exports and strengthening our position in the domestic market.

Detrop, Thessaloniki, February – March 2015
We participated at the event of the 24th International Exhibition of Food Detrop which represents the dynamism of quality in domestic food production with an export orientation. It was held in Thessaloniki from 26th of February to 1st of March 2015. Our company participated in the exhibition hall of S.E.L.E.T.R.O.P.E. (Hellenic Association of Importers of Food Drink External) and our booth attracted a large number of trade visitors, originating mainly from North of Europe and the Balkans. At the same time we made very important B2B meetings with foreign buyers.

Wabel, Paris, March 2015
From the 10th to the 12th of March, G. Kallimanis S.A. participated for the first time in the “Wabel, Private Label Sourcing” a very important meeting for buyers and suppliers across Europe. During the event we had scheduled appointments with representatives-buyers of the largest retail chains across Europe while main vehicle of the discussions was the export product line “Greek Home Flavours”, presented to prospective buyers who expressed their best opinions.

Seafood Expo North America & Seafood Processing North America, Boston, March 2015
For the second consecutive year, on March 15th to the 17th, we traveled to Boston to participate with our own booth at the largest exhibition of fish and seafood in North America. The exhibition Seafood Expo & Seafood Processing North America attracted this year more than 20,000 buyers and suppliers from the seafood industry, while visitors from at least 100 different countries traveled to attend the Fair. Our stand was located within a group of Greek exhibitors, were we all participated through the organization “Enterprise Greece”. Many visitors from America and Canada were attracted to our booth, receiving very encouraging messages for new partnerships.

It should be noted that the recipe of our product line Greek Home Flavours «Bream fillet with sauce of peppers Florina” was enrolled amongst 12 products which constituted the final list of contestants for the Seafood Excellence Awards 2105 in the category Best New Retail Product. The 12 finalist products were selected among 70 entries and their selection was based on their impact on the market, taste, appearance, their nutritional value and their authenticity.

Seafood Expo Global, Brussels, April 2015
Finally, in April 2015, G. Kallimanis participated in the Seafood Expo Global, the largest seafood trade event in the world, attracting this year more than 1,700 exhibitors from 75 countries and approximately 27,000 trade visitors from 150 countries.

During the fair, our modern and inviting booth attracted many visitors with strong interest in our complete range of Greek fish (seabream, seabass, anchovy and sardine).

Our stand, located in the 6th hall, the biggest of the 9 halls of this expo, captivated the interest as well as very positive impressions due to the Greek elements that promoting the Greek hospitality. It was another great event which gave us the opportunity to display our products in the international market.
Kallimanis’ taste of Greece for Lidl Europe
May 2015, A new promising cooperation with Lidl at European level was successfully launched with the participation of G. Kallimanis at theme of Greek Weeks by Lidl and with the product-line under the name Eridanus.

Greek Weeks have already started in some countries in Europe and the first results are more than satisfactory!

NEW Product line “KALLIMANIS seasonal”

Faithful to its philosophy to innovate and always having the same love for the tastes of the sea, G. Kallimanis launched for this year’s Lenten table the new product line “Kallimanis Seasonal” consisted of five special seafood products for the 40 days fasting period that precedes Easter. Squid whole, in ideal size for stuffing, whole Shrimp with shell ideal for pasta. Cuttlefish cleaned in size ideal for oven or grill, whole Squid Arrow for filling or grilled and medium size Octopus composed the new range.

“Kallimanis Seasonal” debuted in the large Super Market chain stores just before Ash Monday and was available until the end of Lent. The communication of the new seasonal line supported by tv spot called “The Secret” (https://www.youtube.com/watch?v=ZVDwguBeJI4) which was edited by our advertising company Soho Square.

Distinctions for G. Kallimanis with two awards at the events Sales Excellence Awards & Transport & Logistics Awards 2015!

Bronze award for Increase Sales within the chain AB Vasilopoulos
April 2015, The Bronze Award in the category Increase Sales of the institution of Sales Excellence Awards 2015 won G. Kallimanis for increase sales in volume and value of its products within the S/M chain AB Vasilopoulos (Delhaize Group). Specifically, Kallimanis products recorded double-digit growth figures of 24.5% in value in the chain AB Vasilopoulos.

“It is reasonable that a good collaboration of two leading companies such as AB Vasilopoulos and G. Kallimanis could not but lead to impressive results” says Dina Kallimani, Executive Director of G. Kallimanis. “The excellent cooperation between the two partners at creative design, targeting actions, early placement of products on the shelf and additional labeling led to the full implementation and the great results”.

“Outstanding” Award for G. Kallimanis for the Management of Supply Chain
May 2015, The “Outstanding” Award in category Optimization of Customer Service Level of the institution PAEGAE Transport & Logistics Awards 2015, was awarded to G. Kallimanis. The award relates to the adoption of new optimized processes implemented by the company in the supply chain in order to optimize customer service level.

“For G. Kallimanis, upgrading customer service margins is a commitment and priority. In this context, last year, the company strengthened its effectiveness in this area by implementing the new rules and procedures in the supply chain” said Nikos Dimakopoulos, Kallimanis’ Customer Service Manager who received the award.

After the successful audit by Russian authorities, we got our “passport” to export to Russia.

On April 21, 2015 Russian experts along with a representative of the Greek veterinary service visited our company in order to inspect and certify the health and safety of our products. The audit was very successful giving the “passport” for the company to export products to the Russian market as soon as the embargo is lifted.

It is worth mentioning that the current register of approved Greek corporation ceases to exist and only the 20 companies were selected and audited by the Russians will be able to export to the Russia.

Giving SMILES to a special Family

Proving once again its sensitivity towards children, G. Kallimanis proceeded to a very great product sponsorship to the voluntary, non-profit child welfare organization “The Smile of the Child”, under which undertook the supply of fish and seafood for the entire period of Lent. Thus, 13 homes throughout Greece that can accommodate about 280 children received all necessary catches covering their nutritional needs for the period from 20 February to end of April 2015. G. Kallimanis’ actions towards the organization “The Smile of the Child” during the period of Lent concluded with two festive events incurred before the start of Holy Week on Saturday 5th of April 2015, in two hospitality houses in Athens, during which six well-known food bloggers (www.foodaki.gr, www.kl2real.gr/eatingaround, www.mamatsita.com, www.funkycook.gr, www.thefoodiecorner.gr, www.cookandfeel.gr) cooked for children delicious Lenten recipes and other homemade delicacies by seafood. The events were accompanied by creative activities where children together with the bloggers, the Executive Director of G. Kallimanis Dina Kallimani and company executives cooked, painted cooking aprons and prepared Easter cookies.

CORPORATE SOCIAL RESPONSIBILITY

3.500 Free meals for the beginning of the Lent period

With a particularly big event on the day of Ash Monday, February 23rd 2015, G. Kallimanis welcomed this year’s Lent by setting up an outdoor kitchen in Veikou Park in Galatsi, Athens, offered 3.500 of free meals to the people who chose to celebrate the particular day at the park. From very early morning, and despite the rainy weather, our company in cooperation with events organized by the Municipality of Galatsi, prepared for the people attending the event Lenten meals based on seafood. Our honored guests were 25 kids from the volunteering organization “THE SMILE OF THE CHILD” who enjoyed this important day by following a most entertainment program organized by us just for them, with stilt walkers, kites, face painting and other creative activities which made the little ones really happy!