Dear Friends and Partners,

For all of us in Kallimanis, 2014 was a year full of action and developments, a year of achievements even though the conditions were several times less favorable.

Looking back one can’t see but noteworthy moments: awards from Greek institutions, new partnerships for enhanced customer service, superior quality recognition along with international credentials, as well as active involvement in investment programs, all marking an active and productive 2014.

And still so much work ahead! It is certain that the New Year has already made its entrance with new challenges, however we are all confident that by setting the right priorities and mostly by remaining faithful to our vision, 2015 will be another year of profitable growth both in Greece and abroad.

Thanking you for being part of our success, we would like to send you our best wishes for a prosperous and creative year, a year full of healthy, profitable and happy moments!

Filika, Dina & Takis Kallimanis
CEO’s

Silver Award for “#tweetSarakosti” digital campaign at the Social Media Awards 2014

Social Media Awards is the leading event that rewards the most innovative brand activities in social media in Greece.

On October 30, 2014, G. Kallimanis was announced as the Silver Winner for “Best Practice in campaign via Twitter” for the activation called “# tweetSarakosti”. This unique activation invited participants to write “# peinaw” (“I am hungry”) on Twitter and gave away products to many lucky winners. #TweetSarakosti entered the list of the most creative and innovative projects that have been made worldwide in 2014.

Excellence Award for Kallimanis products relaunch by the Self Service Excellence Awards 2014, in Greece

On July 15th, 2014. We were announced winners of the Self Service Excellence Awards 2014, which was held at the Great Britain Hotel in Athens, by the Self Service magazine. A glamorous ceremony was held where the attendees were people from the most important retail chains and consumer products companies, in Greece. This reward symbolizes our commitment to the industry in innovation and development.

G. Kallimanis won the Excellence Award for the successful relaunch of its products, which began in January 2013, aiming to promote the enhanced quality of Kallimanis products, as well as their premium nutritional value to consumers.

The awards were organized by Boussias Communications with the scientific support of the Laboratory of Electronic Commerce (ELTRUN) of the Athens University of Economics, and the representation of SEVT (Greek Association of the Food Industries), ECR Hellas and IELKA (Institute of Retail Consumer Goods) in the jury. The evaluation of candidates in each category held with online score of the jury members.
From 19 to 23 October 2014, the Parc des Expositions de Paris Nord Villepinte—France welcomed the world’s major agri-food event, SIAL Paris. G. Kallimanis participated in the pavilion of the Pan-Hellenic Association of Frozen Food Companies (PASEKT), represented by Dina Kallimani (CEO) and Dimitris Ganas (Exports Manager). SIAL was an excellent opportunity to explore new partnerships and new destinations for our products, especially for the Greek Home Flavours assortment.

In July 2014, G. Kallimanis was certified again according to the international standards for Quality and Food Safety (BRC Global Standard and IFS). Certificates were obtained with even higher scores than in 2013; especially for IFS Kallimanis met the standard requirements by 98.25% instead of 96.25% in 2013, confirming once again the commitment of the company to Quality Management.

The Western Greece Division Direction informed the President of the company, Mrs. Kallimani Vassiliki, about the excellent results of the EU Department Control to G. Kallimanis fish & seafood processing plants at Egio. The audit, which took place on November 24, 2014 by the Veterinary Office of the Directorate for Health and Consumer Protection (DG SANCO) of the European Commission, constitutes a part of the overall assessment of Greece by the European Commission and aims to document the adequacy system control tasks from the state services in the field of food of animal origin. The Western Greece Division Direction congratulated the President of G. Kallimanis S.A. for the excellent condition of the installation, the excellent cooperation and scientific expertise of the personnel, which proved during the official audit by the European Commission that the company’s food safety management system is extremely efficient and effective.

The president of the company, Mrs. Kallimani Vassiliki noted that the company remains fully committed towards excellence, as outlined by G. Kallimanis S.A. all these years of its presence in the Greek food market.

G. Kallimanis recently adhered to the funding project for extroversion and competitiveness that is financed by the Operational Programme «Competitiveness and Entrepreneurship» (OPCE II) under the auspices of NSRF. This programme supports financially the implementation of investment projects for Greek businesses in order to enhance them to become more competitive in the global market environment through the acquisition of international certifications, visibility and promotion in other countries, new products design and development, modernization of equipment, etc.

Moreover, in late October 2014, Kallimanis filed for inclusion in Measure 2.3 for “Modernization and expansion of processing plants, packaging and trading of fisheries products”, for which, results will be announced at the beginning of 2015.

From October 2014 on, G. Kallimanis moved to new partnerships for the distribution of its products in Greece. More specifically, SAR MED (a leading Greek company that offers advanced dry and cold cargo services) undertook transportation and distribution of the biggest part of Kallimanis sales network in Greece, while MED FRIGO (one of the most reliable 3PL companies in Europe) started handling the distribution throughout Peloponnese.

Kudos to G. Kallimanis S.A. by the Western Greece Veterinary Directorate

New investment under the auspices of NSRF

Kallimanis was present at SIAL Food Exhibition 2014 in Paris
The history of G. Kallimanis S.A. - the leading company in fish & seafood in Greece - dates back to the late 50's when two brothers, George and Theodore Kallimanis opened their retail store in the small town of Egio.

Up until today, this store remains as a local landmark, with a noteworthy role in the local community.

This year is very important to us as it marks 25 years since his death, and continuance of his vision. The late George Kallimanis started with his brother Theodore their own business, in the not so known field of frozen foods in Greece, at a time when most households that actually had refrigerators were few.

George Kallimanis with his intense, leading personality, a charismatic entrepreneur and pioneer, who did not trade off his personal values, passed away, suddenly, the night of November 17th, 1989.

His entrepreneurial spirit showed early on, when first in the Peloponnese in the 60s & 70s – was the greatest ambassador of a whole range of frozen products (meat, fish, vegetables etc.), choosing always high quality in various economy categories to meet the shopping needs of different target groups. So, even today, it is known that Kallimanis taught Egio to consume frozen products.

In addition, this year the store is celebrating a decade of its operation in its current location and Kallimanis went through an essential renovation together with a significant enrichment of its assortments with a wider variety of products, in seafood, vegetables, meat and pastry.

Although, the most important change is that in these times, of severe financial recession, the store offers great discounts and special offers to their consumers in order to give them the opportunity to continue to buy and consume fish and seafood.

As Mrs. Vassiliki Kallimani, President of G. Kallimanis S.A., quoted, "Food like fish that has high nutritional value usually has high prices. We at Kallimanis want to put high quality fish on the table of the everyday family, not only in Egio, but throughout Greece. In other words to fill the basket with a variety of goods, offered in our store at very good prices".