



# **8** REGIONAL GROWTH 2020 CONFERENCE

**Επενδυτικά σχέδια για την αξιοποίησης της τεχνολογίας στην δημιουργία &  
ανάδειξης καινοτομίας στον τομέα της Αγροδιατροφής  
(AgriFood InnovationHIVE)**

ΔΙΟΡΓΑΝΩΣΗ

ΠΕΛΟΠΟΝΝΗΣΟΣ

ΣΥΝΔΙΟΡΓΑΝΩΣΗ



ΠΕΡΙΦΕΡΕΙΑ  
ΔΥΤΙΚΗΣ  
ΕΛΛΑΔΑΣ

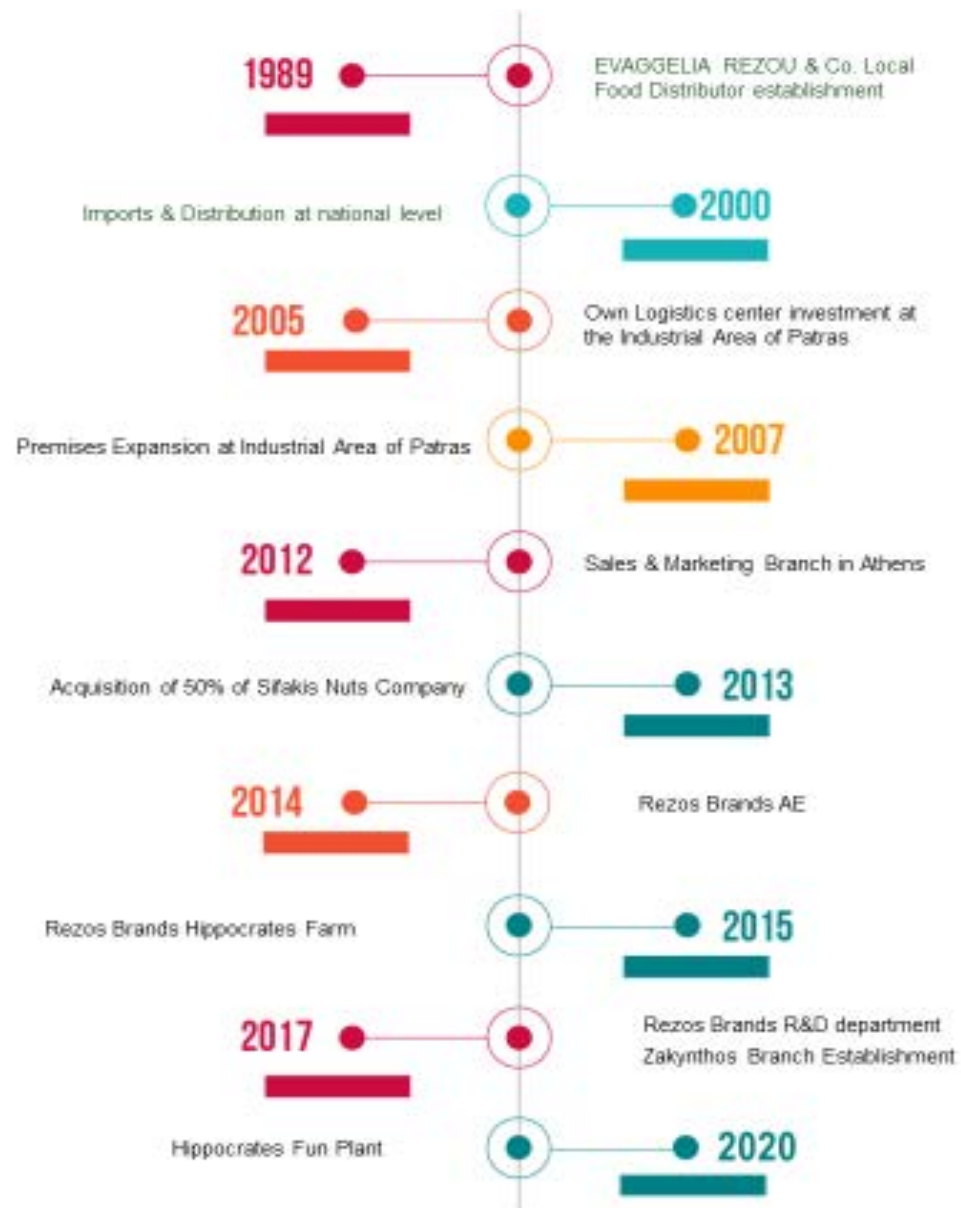
Welcome to

**REZOS**  
**BRANDS**  
Delivering Value



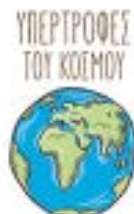
# Rezos Brands

## HISTORY TIMELINE





**REZOS**  
**BRANDS**  
Delivering Value



## **COMMERCIAL & LOGISTICS DEPARTMENT**



## Rezos Brands The Network



- Nation-wide coverage
- Self-owned or partner distribution
- Headquarters in Patras, Western Greece
- R&D Department Patras City Center
- Branch offices
  - Athens,
  - Zakynthos
  - Crete

## Rezos Brands Facts & Figures



Year of Foundation: 1989  
 Head Office: Industrial area of Patras  
 Athens Office: Metamorfosi, NR Athens-Lamia  
 R&D Department: City Center of Patras  
 Zakynthos Branch: Katastari

Premises: 41.000 m2 privately owned area  
 3.700 m2 warehouse space  
 Freezing and refrigerating facilities  
 ISO 9001:2015, ISO 22000:2005  
 Privately owned fleet of 14 trucks

Human resources: 50 employees in total  
 Sales force: 15 people  
 Marketing: 2 people  
 R&D: 5 people

## Rezos Brands Customer Basis





## Rezos Brands Marketing










**STOCKHOLM**  
FREE FROM FUNCTIONAL FOOD EXPO

## Rezos Brands Marketing



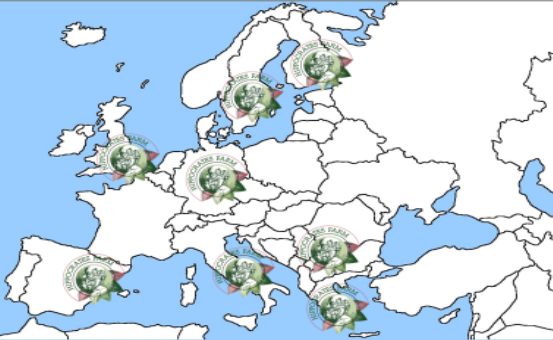

- POS
- Promotions in the points of sale
- Press releases & advertisements
- Sponsorships
- Printed material
- Logos and new packaging
- Internet campaigns
- Contests
- Shows and exhibitions





## Rezos Brands Εξαγωγές









## Rezos Brands Latest Achievements

**KATANA**  
CUTTING EDGE TECH IN AGRIBUSINESS

"This project is funded by KATANA (Emerging industries as key enablers for the adoption of advanced technologies in the agrifood sector, Horizon 2020 project No. 691478), under the funding framework of the European Commission"

Rezos Brands was awarded the 1<sup>st</sup> European Innovation Award in Functional Food for its Hippocrates Farm project by the EU-funded business accelerator KATANA. Hippocrates Farm was rated as the most innovative agrifood project out of 640 projects from all over the European Continent and it is about the development of innovative functional snacks, derived from organic, Greek Sea Buckthorn of exceptional quality.



**1<sup>st</sup> EUROPEAN INNOVATION AWARD**

**Hippocrates Farm on the top of European Innovation**

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When nature is the inspiration, innovation blossoms!

**HIPPOCRATES FARM**

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CUTTING EDGE TECH IN AGRIBUSINESS

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## HIPPOCRATES FARM









**EUROPEAN  
R&D  
DEPARTMENT**

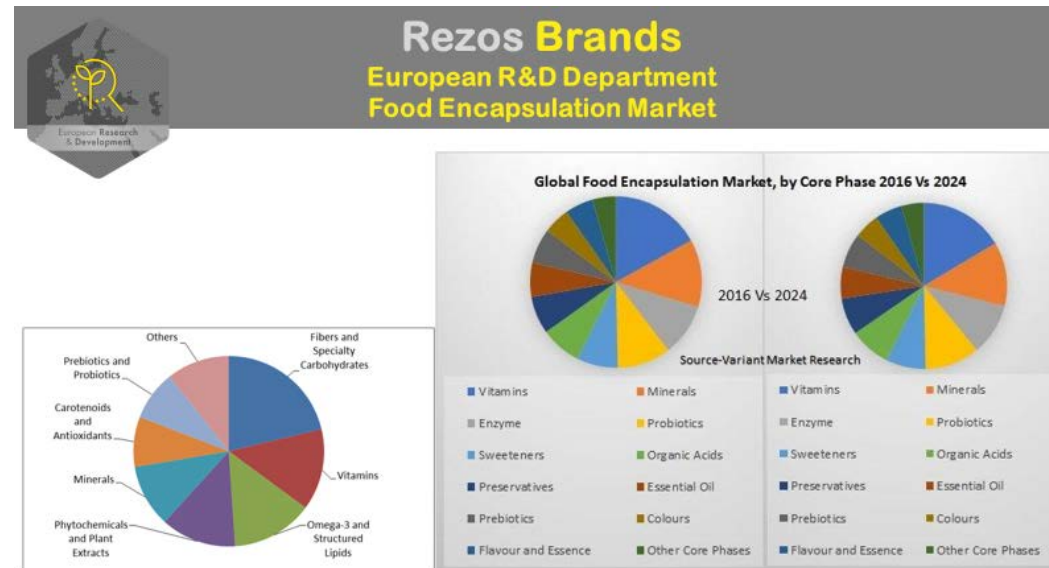
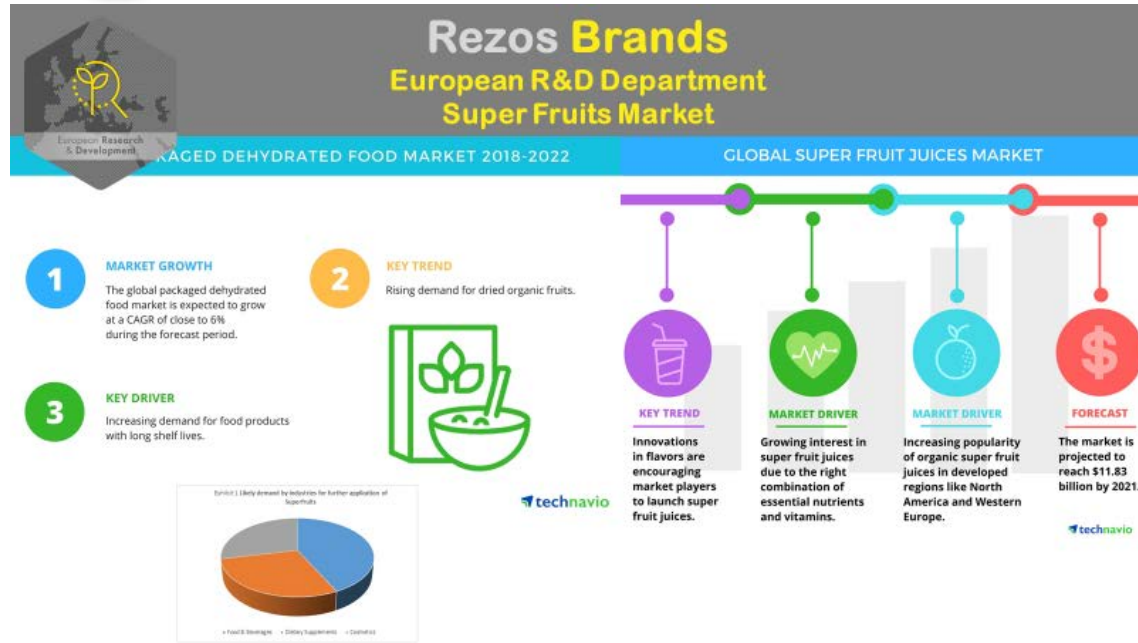


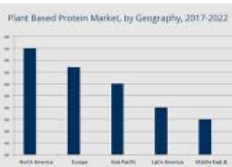


# Rezos Brands European R&D Department

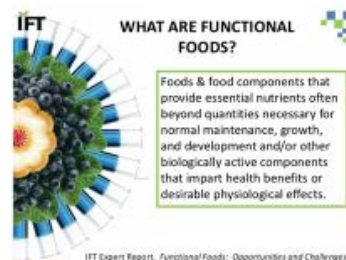








REFERENCE  
Visual Guide to Plant-Based Protein

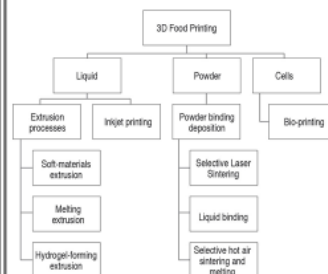
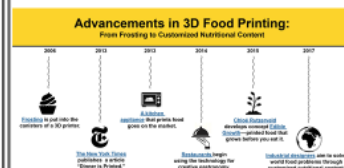


## FOODS GET A BOOST!

Functional food and beverages, defined as products fortified with a nutritional ingredients, rose 7.5% in the natural products universe in 2016. Here are the products that make up the market:

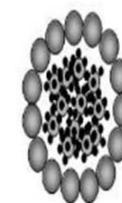


Learn which areas are growing the fastest in the Functional Food Data Guide



## 3D FOOD PRINTING & PERSONALIZED NUTRITION

- Nanoencapsulation
- Nano emulsion



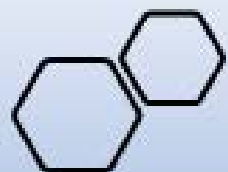
- Food ingredients or additives
- Nanoparticles



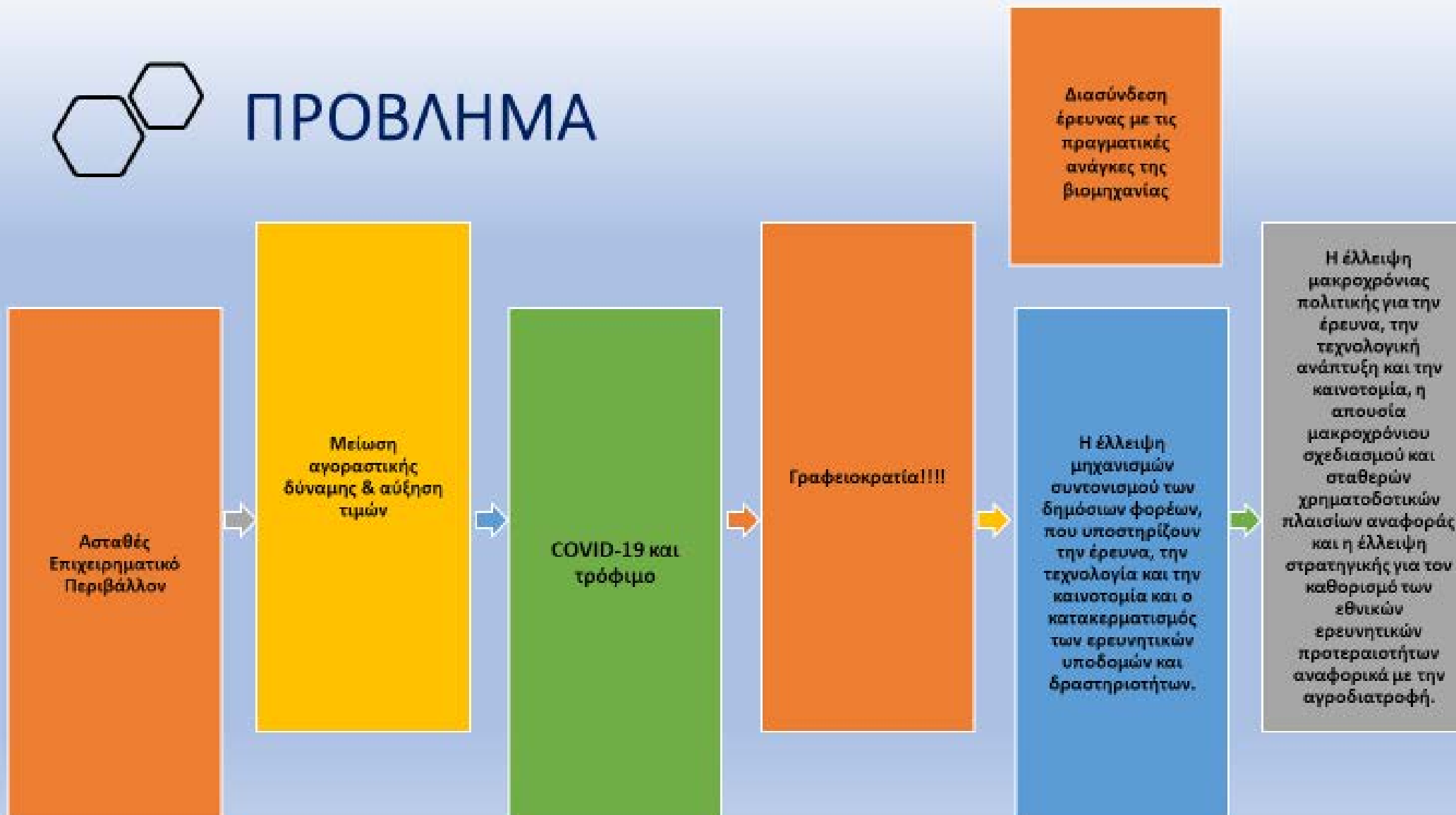




Food & Health  
Innovation Hive  
Global Agrifood Science &  
technology Hub  
Go Green – Reach the Future



# ΠΡΟΒΛΗΜΑ

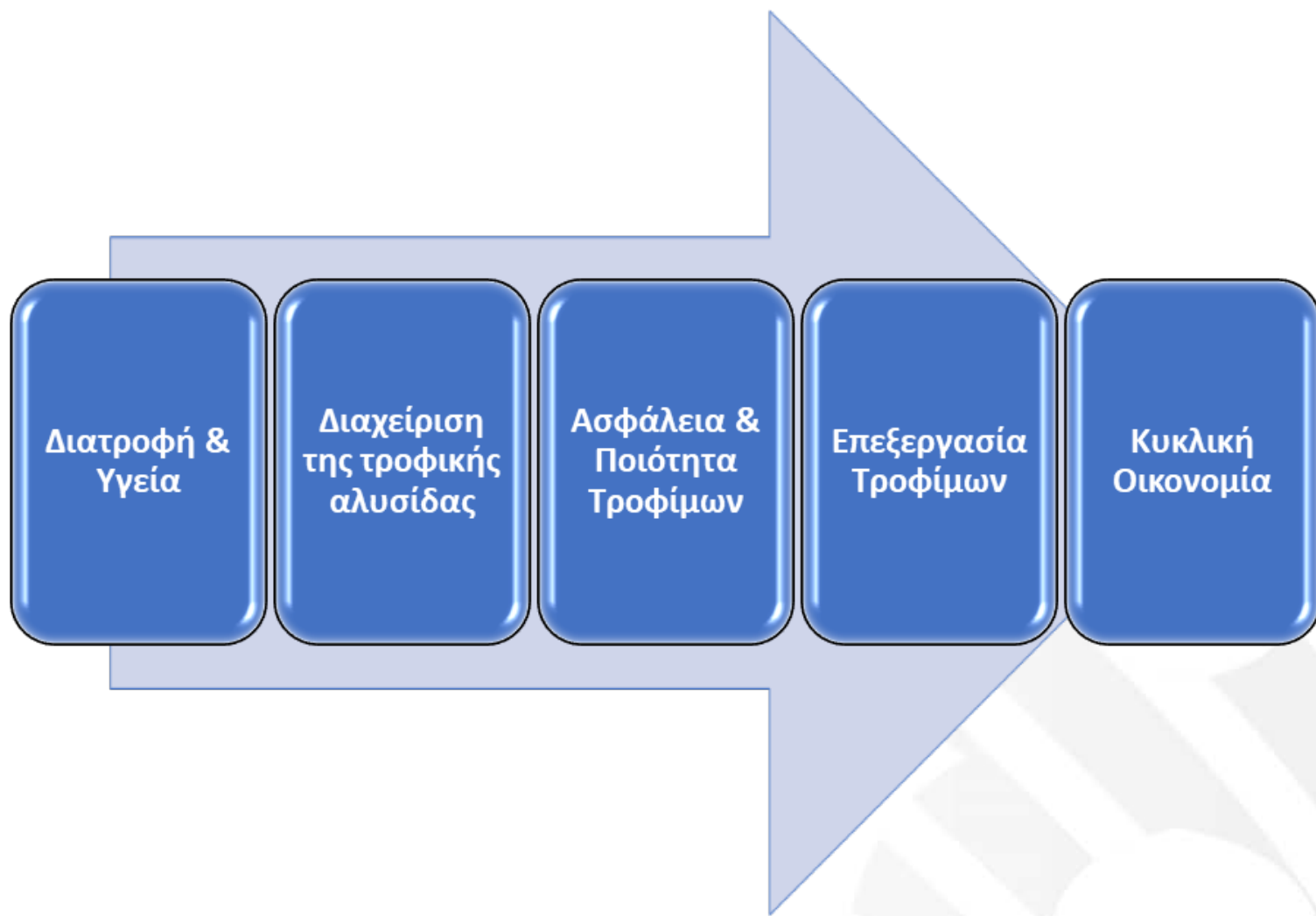


## ΛΥΣΗ Global AgriFood Innovation Institute

- One stop point όλης της τεχνολογίας αγροδιατροφής
- Έρευνα & δημιουργία καινοτόμων προϊόντων και υπηρεσιών για τη διεθνή αγορά υψηλής διατροφικής αξίας πρώτων υλών
- Μεταφορά τεχνογνωσίας custom made απευθείας στη βιομηχανία
- Διασύνδεση της έρευνας με τη πραγματική αγορά βάσει αναγκών
- Αλλαγή & ανταλλαγή προτεραιοτήτων διατροφικής κουλτούρας
  - Διασύνδεση διατροφής & υγείας
  - Βιωσιμότητα & κυκλικής οικονομία
  - Αξιοποίηση εγχωρίων πόρων υψηλής αξίας

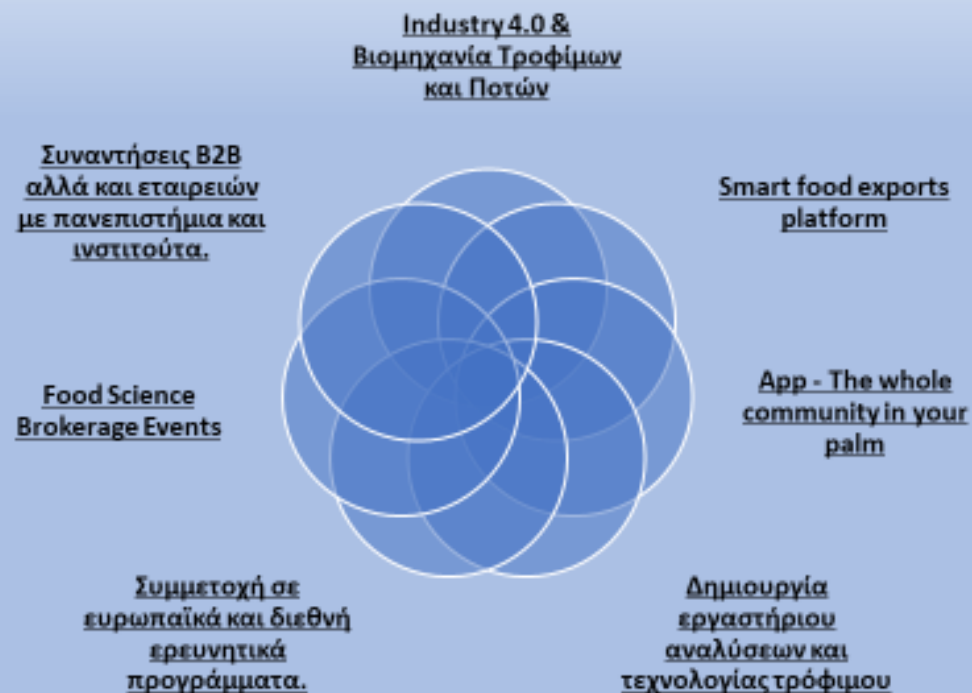








## ΠΡΟΣΘΕΤΕΣ ΔΡΑΣΤΗΡΙΟΤΗΤΕΣ



Thank you



**REZOS**  
**BRANDS**  
Delivering Value

**Website**

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[euprojects@rezosbrands.com](mailto:euprojects@rezosbrands.com)