

GREEK SPECIALITIES
PALIRRIA[®]

Special Edition
ANUGA 2011
visit us at
Hall 10.2
Stand D 037

NEWS & TASTE



Palirria newsletter • Fall/Winter 2011



Visit us at ANUGA the world's leading food fair, Cologne/Germany (8-12 Oct). Looking forward to welcoming and presenting you our Ambient & Frozen Ready Meals in Hall **10.2**, Stand **D 037**

The products we love!

Learn more about our products and the delicious traditional tastes we offer, available in a great variety of packaging format.

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Meet our new tastes

We present to you The Real Meal our new line of ready to eat recipes. Nutritious, refreshing and filling, they are ideal to enjoy any time of the day.

page 3

Today's Special

Get familiar with our deep frozen line of exquisite Mediterranean dishes. Try out all seven choices and find out what a traditional meal really tastes like!

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WELCOME TO OUR TREE OF FLAVOURS AND AROMAS

*take
your
pick!*

Cuisine Hellenic



Bio-stuffed vine leaves



Mediterraneo



Palirria Can!



The Real Meal

Full taste, right now!

Full taste Mediterranean recipes you love to enjoy everyday, ready to eat in less than a minute! How does it sound?

The Real Meal is our brand new choice of delicious Mediterranean dishes with a unique flavour twist, created with the finest ingredients and a great respect for the origins of each recipe. The Real Meal introduces you to a fresh concept of cooking and eating: with its new microwavable container you have the pleasure of enjoying fresher and fuller taste meals which are ready to eat in less than a minute, making The Real Meal your favorite choice each day of the week.

Exquisite pasta tastes, refreshing salads and light meal choices have been prepared with the same care and respect that accompanies all of our products. The Real Meal is being presented in a practical yet stylish bowl you will be proud to carry with you at the office! Offering a great variety of tastes, this microwavable delicacy will become your most precious dish, saving you time from cooking preparations.



Number one Dolma producer in the world!

The history of our most popular taste

At Palirria we are proud of having mastered the art of making the finest Vine Leaves stuffed with rice, the famous Dolma! Over 50 years of experience and cooking, strictly following the guidelines of the original recipe, continue to form a traditional delicacy that truly reflects the Mediterranean taste and mentality. Hand-rolled vine leaves, Greek olive oil, rice of excellent quality, fresh dill, aromatic spearmint and finely chopped onions, create a meal or a meze-appetizer that stays true to its origins. This healthy delicacy is a unique veggie meal choice and an international favorite!



“Always on the move”

Dear partners and clients,

You may have heard about the grievancies of the Greek state finances. The fact is that in our country nowadays there is much talk on the priorities, the adaptations, the new ideas that will shape our future. In the meantime many Greeks of the private sector continue to produce quality products and work hard to enhance their appeal to the international markets offering better prices and meeting higher quality standards.

Palirria is no exception. We strive to get better, to go further. And of course we have made our homework! With a global outlook, with products in more than 35 countries and on the shelves of chains like Tesco, Carrefour, Metro, Costco and many more..., Palirria has consistently introduced the famous Greek dishes to millions of consumers. We keep following the same path — serving top quality ready-to-eat meals to people with moderate means and high appreciation of local gastronomies.

Balancing nutrition and taste with traditional recipes is no easy task. To achieve a really nourishing meal that tastes like home, you need the best ingredients and a trial & error procedure that takes time, effort and lots of taste tests. You have to stay away from additives and preservatives and closer to the original recipe.

This is what we opted for our new The Real Meal series of Mediterranean recipes. Having tasted the different recipes again and again and enjoyed the results ourselves for at least six months, I am now confident that you will recognise the quality the minute you'll open the easy-open lid of the innovative bowl. In this bowl there is much of what Palirria stands for - a 50-year history of delicious cooking, the best possible representation of the original recipe, the choicest ingredients and a special care for safe and enduring packaging.

Always on the move, Palirria introduced last year the frozen but warmly welcomed “Today's Special” range of classic Greek recipes. Today we take another step to cater your need for worthy to sell, popular, satisfying dishes that customers will cherish and come back for more. During Anuga you will have the opportunity to try them and make your own impressions. Be our guests, we will be happy to serve you.

Konstantinos Souliotis,
President
PALIRRIA S.A.



For more than fifty years, we represent the authentic Greek food values, the best of the Mediterranean diet and way of life. We are all committed to quality and inspired by tradition. And we feel proud to bring you the tastier home-made dishes money can buy.

Palirria Can

The first product ever produced by Palirria in 1957 was Vine leaves stuffed with rice packed in tin can. Since then, our range has been widened with a unique selection of favourite recipes from all over Greece that are delivered in reliable packaging material.



Palirria Cuisine Hellenic

In 1996 Palirria was the first in Greece to launch the Cuisine Hellenic line. Eleven Classic Greek Dishes are cooked in Extra Virgin Olive Oil and are specially packed in microwavable plates to maintain the nutritious values of their finest ingredients, corresponding to the consumers' daily needs for easy to prepare, quick and quality dining either at home or out.



Palirria Mediterraneo

Mediterraneo line was introduced in 2008. Six legume and one vegetarian cold starters, selected from various locations throughout Greece and cooked in Extra Virgin Olive Oil, are carefully packed in a patented glass jar, ready to be enjoyed.



Palirria Food Service

Completely corresponding to professionals' demand for constant premium tastes and their needs for practical and safe packaging, easiness in storing, opening and preparing Palirria's Ready Meals are offered in 2kg, 5kg tin cans and 2kg aluminium trays.

The Real Meal

Full taste, right now!



Exploring the magnificence of the Mediterranean cuisine we come across three appetizing pathways: the luscious pasta with its Italian origins, the freshly-made salads found in the sunny islands and the nutritious full of protein dishes enjoyed at the picturesque mountain villages. The Real Meal, Palirria's newest delicious proposal, ready to eat in less than a minute, offers the most popular tastes from all three categories mixing the original recipes with spices and herbs for a flavour twist to satisfy the international taste.

At Palirria we select the worldwide favorite meal choices such as spaghetti, Mediterranean salads and dishes full of protein, to create both nourishing and filling tastes. So, The Real Meal is not simply a ready to eat dish. It is a mixture of tradition, experience and innovation. Original recipes, the best ingredients and cooking methods combined with a super convenient packaging, create a tasteful experience that becomes an appetizing ritual, enjoyed by you in less than a minute of cooking. Because this is what The Real Meal is all about: full taste, right now!



The bowl format

Brand new technology is the key that unlocks the exquisite taste of The Real Meal choices. Due to its innovative format, The Real Meal bowl offers a fresher taste, giving you the chance to enjoy a ready to eat meal that has kept intact the deliciousness and the aromas of the original recipe. Stylish-looking and easily opened, this handy container is microwavable and very simple to use.



The Real Meal pasta!

Three of the most popular recipes of the Italian pasta cuisine unravel an appetizing journey to the purity of the Mediterranean flavours: luscious Carbonara, nutritious Bolognese and the lighter choice, the Napolitan. Creamy white or red sauce and the finest minced meat differentiate each recipe, prepared by our cooks to satisfy even the most demanding of us. The pure taste and aroma of each pasta dish is being fully retained due to the convenient container of The Real Meal, which is microwavable and super safe to use.

The Real Meal salad

Freshness, premium quality and that special extra care while cooking, form the core of every Mediterranean salad. Palirria is proud to present a number of super refreshing salad choices soon to become the favorite snack of the day or the excellent on-the-side dish that accommodates all our main meals. Beans, carrots and a great choice of green vegetables, raw or cooked, are mixed with smooth sauces, spices and herbs of the Mediterranean land to create a juicy yet nutritious salad portion. Greek olive oil blends in, forming a light but super fulfilling snack ideal to be enjoyed every day of the week.

The Real Meal light meals

There is nothing like the nutritious elements of a diet that does not miss out on proteins. The Real Meal offers a variety of premium quality meat and tuna choices, extra nourishing and super delicious, that excite our taste. Each dish is served with luscious pasta, forming a meal that beats hunger in a beat! As all of Palirria recipes, The Real Meal choices fully support a healthy diet. Greek olive oil is used in each and every one of the dishes, bringing together meals that taste of nature.

Today's Special

brand new and frozen!

A meeting point of cooking ideas and traditions from various cultures around the world, the Greek cuisine has formed a number of recipes that a common Greek household takes pride in making everyday. Fresh vegetables, a great variety of ingredients, herbs and of course olive oil, shape the heart of every traditional Greek dish. **Today's Special, Palirria's deep frozen line of meals, offers seven of the most popular local plates, of exquisite taste, one for every day of the week!**

First comes **"Gemista"** –it is the Greek word for stuffed- which offers a delicious dish of tomatoes and peppers stuffed with fine rice, blended with spices and Greek olive oil. **"Moussakas"**, a favorite choice among Greeks, comes in two versions -the traditional one, which is a mix of potatoes, aubergines and minced meat topped with luscious béchamel, and the vegetarian choice, that replaces meat with courgettes and mushrooms. **"Briam"** is an excellent veggie choice too, as it combines a variety of vegetables and potatoes, forming a light yet very nutritious meal. **"Lahanodolmades"**, is a treasured winter delight of cabbage leaves filled with minced meat and rice in egg-lemon sauce, while **"Kolokithakia"** is a recipe of small courgettes filled with rice, minced meat and a variety of green herbs in egg-lemon sauce. Last but not least, the famous **"Pastitsio"**, layered penne and mildly minced meat topped with creamy béchamel, is a popular family dish that truly captures the essence of the Mediterranean diet.





Let's cook Greek

In 1957, in a small village of Evia island called Politika, a privately owned business under the personal guidance of Antonis Souliotis was founded. Its primal purpose was the production and distribution of traditional ready meals, initially in the Greek market and later on internationally.

The company was named PALIRRIA, by the Greek word 'Palirria' meaning the phenomenon of flood and tide, and remained a personal business until 1982, when it took a corporate form with the attendance of Antonis Souliotis' sons Konstantinos and Vasilios, giving Palirria a new dynamic that helped the company grow to a leading position in Greek and international markets. From 2000 to 2008, Palirria expanded beyond the borders of Greece and established two advanced, fully operational factory units, one in Bulgaria and one in China, reaching a production capacity of 25,000 tones per year.

Today, after more than 50 years of dynamic presence, the company is the leading producer of Greek Ready Meals, distributes its products in more than 40 countries worldwide and keeps focusing on quality with the same perseverance and candor.



A taste of history

Politika, Evia island 1960. Nota Soulioti, wife of the founder Antonis Souliotis, together with the first foreman Ioannis Marselos, supervise women stuffing vine leaves. Souliotis family was one of the first in Greece to create a business of ready meals, canning the family's specialty 'Dolmadakia' (Stuffed Vine leaves). The unique recipe laid the cornerstone of what later became a leading company and the number one producer and exporter of 'Dolmadakia' worldwide.

Committed to quality



In 1995, Palirria becomes the first ready meals company in Greece that is certified with ISO. In 1997 it is again the first company in its branch to acquire the BRC-Grade A and IFS-Higher Level. HACCP and DIO (Certificate for organic product) follows. Palirria's activities perform proper hygienic conditions that are supervised by the well trained Quality Management Assurance team and in accordance with the latest international quality standards.

Greek Meals travelling worldwide

Relying on strong respectful collaborations Palirria is today the key representative of Traditional Greek Ready Meals in more than 35 countries in all 5 continents. This year, Palirria entered the Brazilian market.



She hasn't
the faintest idea of
what a grand chef
can achieve. Yet,
she cooks divinely.
This is how tradition
works in **Greece**.
And this is how it
tastes.

For more than fifty years Palirria represents the authentic Greek food values, the best of the mediterranean diet and way of life. And we feel proud to bring you the tastier home-made dishes money can buy.



**Makes
Everyday
Special!**

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