

# Maria's<sup>®</sup>

## GREEK COOKIES

from Maria Karamolegou

Athens, October 2012



# A SMALL COOKIE -KOULOURLAKI, A LONG HISTORY

- Cookies are included in the Mediterranean diet with its roots lost in the depths of history.
- The first written recipe we have, can be traced back to Ancient Egyptian times.
- During the Minoan period in Crete we find crispy sweets in the form of snake, a symbol which has always been known for its therapeutic powers in medicine.
- The Minoans consumed these cookies -koulourakia to keep healthy and the very same form has been preserved until contemporary times and in fact is widely spread in Greece.
- Cookies are a nutritious habit, intricately linked with our tradition, memories and civilization.



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# THE FAMILY STORY OF MARIA KARAMOLEGOS



- In the early 50's, Elias Karamolegos decided to open a bakery in Santorini, using his family recipes. His two children Manolis and Maria grew up helping their parents at the bakery while at the same time experiencing the mystagogue of learning the magical world of dough making and the creation of unique tastes based on the traditions of the island.
- Maria, a small girl, relished watching her mother kneading, enriching the dough with flavours and aromatic herbs and forming them into small cookies. "I was entranced by the fact that my mother literally transformed the most simple ingredients found in our kitchen to the most palatable and aromatic cookies I have ever tasted until today".
- In 1956, due to a devastating earthquake of 7.5 Richter in Santorini, they were forced to make a fresh start, by opening a bakery in Athens.
- By 1984 the bakery has grown into a state-of the art industry in the industrial zone of Athens and still growing.

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# THE FAMILY STORY OF MARIA KARAMOLEGOS

- For many years, Maria worked alongside her brother and managed to create one of the leading baking industries, yet she never forgot her great love for cookie making and their special tastes.
- That was the main reason that made her turn back to this production and focus on one and only purpose. To produce home-made style cookies, without preservatives and promote them to the market so that their aromas fill each and every house in the world.

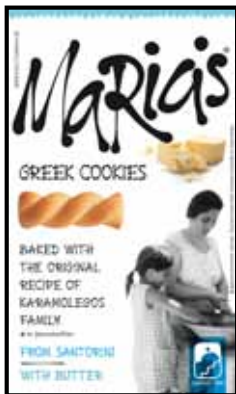
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# A FAMILY BUSINESS WITH GREAT KNOW-HOW

- “Maria’s cookies” is a family owned business. Being raised among recipes, the secrets of kneading and long standing traditions, she managed to transfer her know-how and love to each and every cookie.
- “Under her supervision and with personal love and care she persists in her goal.  
“Home-made style cookies in subtle tastes and flavours, produced with the simplicity and pureness of the Greek island tradition.”
- On the basis of her family recipe from Santorini, and in combination with fresh and original ingredients that suit today’s tastes, Maria’s creations are uniquely delicious and nutritious.
- Our production is certified according to the following quality standards:  
BRC (Global Standard for Food Safety),  
ISO 9001:2008 & EN ISO 22000:2005  
from TÜV HELLAS member  
of TÜV NORD GROUP.

# UNIQUE SELLING POINTS OF MARIA'S COOKIES

- Home recipe from Santorini
- Without chemical preservatives
- Enhanced internal packaging to keep flavours and freshness intact
- Package material which is specialized and approved for food
- Delicious taste which is totally different from common industrialised cookies



With Butter



With Orange



With Orange & Cress



With Lemon



Cinnamon, brown sugar & cloves



With Vanilla

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# OUR MISSION

Is to offer perfect home made style cookies without preservatives, to the market.

# OUR VISION

Is to convey the flavours and images of Santorini to the world.



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# 6 UNIQUE & AUTHENTIC FLAVORS



With Butter



With Orange



With Orange & Cress



With Lemon



Cinnamon, brown sugar & cloves



With Vanilla

## Package's material

Paper lined with aluminum & PE for best protection & isolation.

## Package's dimensions

H:20cm x L:11.5cm x W:7cm

## Package's net weight

180g

## Box's dimensions

L:42cm x W:32cm x H:24.5cm

## Box's weight

Net weight:  $14 \times 180\text{g} = 2520\text{g}$

Gross weight: 3008g

## Box's capacity

14 packages

## Expiration date

One year from the production date.

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# FLAVORS OF MARIA'S COOKIES

6 unique & authentic flavors



Cinnamon, brown sugar & cloves



Butter



Lemon



Orange & Cress



Orange



Vanilla

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# Marias



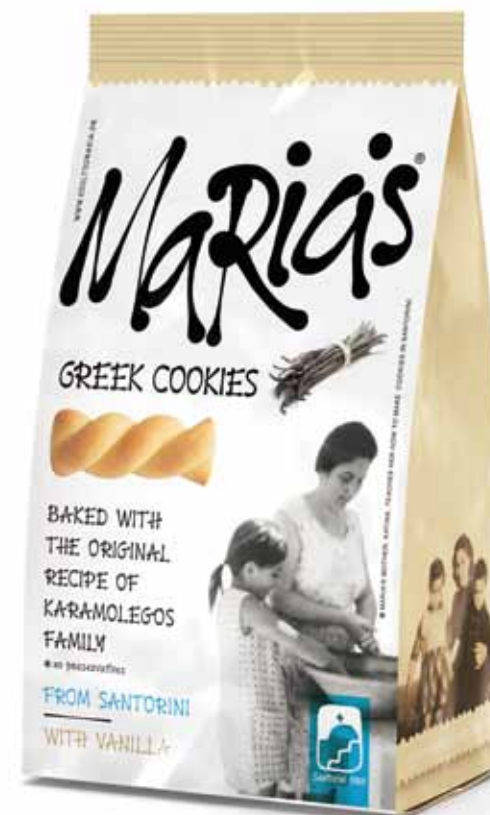
## CINNAMON, CLOVE & BROWN SUGAR

Cinnamon, Cloves & Brown sugar flavor...  
overwhelming as a summer love!



## WITH LEMON

Lemon flavor... refreshing as a morning  
sea breeze!



## WITH VANILLA

Vanilla flavor...warm and inviting  
as a midnight summer sky!

# Marias



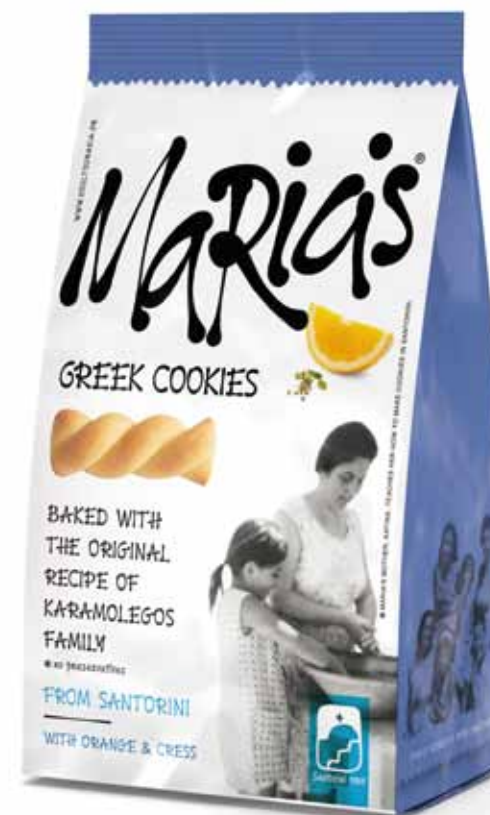
WITH BUTTER

Butter flavor... pure and creamy as the buttercups that fill the hills!



WITH ORANGE

Orange flavor...liberating as a stroll under a blossomed orchard!



WITH ORANGE & CRESS

Orange & Cress flavor...revitalising as a dive in the endless blue!





Dip Maria's Cookies into your hot cup of coffee and let yourself be carried away on a journey to the volcanic island.



Enjoy your cup of tea along with Maria's cookies and feel the island's warmth all over you.

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Try Maria's Cookies with your breakfast and imagine you are already sunbathing on Santorini's beaches.  
*Use also Maria's Cookies as a base to create delicious sweet pies, cheesecakes, milkshakes, etc.*

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# MARIA'S TARGET GROUP

- **Focus to female target group**  
Ages 25-45, upper-middle class.  
All of them are female employees  
who are taking care of their home and their  
family and looking for quality products.
- They want to eat Maria's cookies as a moment  
of relaxation together with their coffee  
or as a sweet relief from everyday routine.



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# INFORMATION ABOUT MARIA'S GREEK COOKIES

## **Company**

### **Maria Karamolegou Ltd.**

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