



ASKRA
The Valley of Muses

EXTRA VIRGIN OLIVE OIL

www.askraoliveoil.com

THE GREEN GOLD OF THE GREEK LAND

A Single Level of Excellent Quality and Price



In the Hellenic territory since the Neolithic era, 7,000 years ago, a host of archaeological evidence revealed the existence of olive trees.

Tradition has it that the first olive tree, the gift of goddess Athena, that sprang on the sacred rock of Acropolis next to the Erechtheum, gave the 12 sacred olive trees of the Academy which symbolize the twelve gates of Athens. These later spread and created the holy grove of the city of Pallas, the Athens' olive grove.

In Greece, there are unique cultivars of olive trees, such as the Koroneiki and Megaritiki, which do not grow in other oil-producing countries.

The **ASKRA Olive Oil** brand is synonymous with Greek excellence.



Company

The Beginning

The olive tree has been growing in many parts of Greece since ancient times (e.g. Plato's Olive Tree in Colonos – Athens).

In our homeland Askra, olive trees have been also cultivated since a long time ago. Our olive tree cultivar is called Megaritikiki, an exceptional species in yield and quality.

Our Name

Askra or Askre (Ancient Greek: Ἄσκη, romanized: *Áskrē*) was a town in ancient Boeotia which is best known today as the home of the poet Hesiod. It was located upon Mount Helicon, five miles west of Thespieae. According to a lost poetic Atthis by one Hegesinous, a maiden by the name of Askra lay with Poseidon and bore a son Oeclus who, together with the Aloadae, founded the town named for his mother.



Values

Knowledge, experience, values of innovation, dignity, focus on mans needs, but most of all our productive section is unique and ecofriendly.

ASKRA Olive Oil in Greece is committed to pursue a growth path, always driven by the supply of high quality products and services to the consumer.

Our Goal

Coming from a family with strong ties to olive oil and its trade, lymperis estate was founded in order to cover the whole procedure: from cultivating our olive trees to extraction with modern, ecofriendly procedures and bottling this top quality product, here in our birthplace, the homeland of muses.

Being the fourth generation, we decided to continue cultivating the family olive trees and upgrade the past family resources by using the most modern olive mill equipment, aiming at extracting olive oil in its best form.

Our goal is to preserve all the natural elements of the olive and produce an olive oil rich in polyphenols and nutrients. Therefore, we have chosen to plant more than 4000 new olive trees the last 3 years along with the cultivation of our existing olive groves, all with the most natural methods. Our state of art olive press and facilities (1300 square meters) enables us to pursue this mission.



Products

Extra Virgin Olive Oils

These are high quality olive oils, choose **ASKRA The Valley of Muses** to add flavour to your homemade meals. Enjoy!

Extra Virgin Olive Oil

Glass Bottle

500ml - 750ml

Tin Canister

1lt - 3lt

Askra Olive Oil, extracted from the first cold pressing of the olives.

Details

Country: Greece

Region: Askra - Land of Viotia, Greece

Cultivar: Megaritiki

Ingredients: Greek Extra Virgin Olive Oil

Food Pairings

To create tasty Greek Salad, dressings, sauces & marinades

Drizzle over salads, pasta, meat & vegetables

For dipping with bread

Seasoning and flavouring

Ideal for baked potatoes

Perfect for soups and stews



Storage

Store at room temperature, away from heat and direct sunlight.

Becomes cloudy below 7°C. This does not affect product quality.

Extra Virgin Production Methods

First cold Press:

Extra Virgin Olive Oils have been produced at a temperature below 27°C using a traditional granite millstone and hydraulic press.

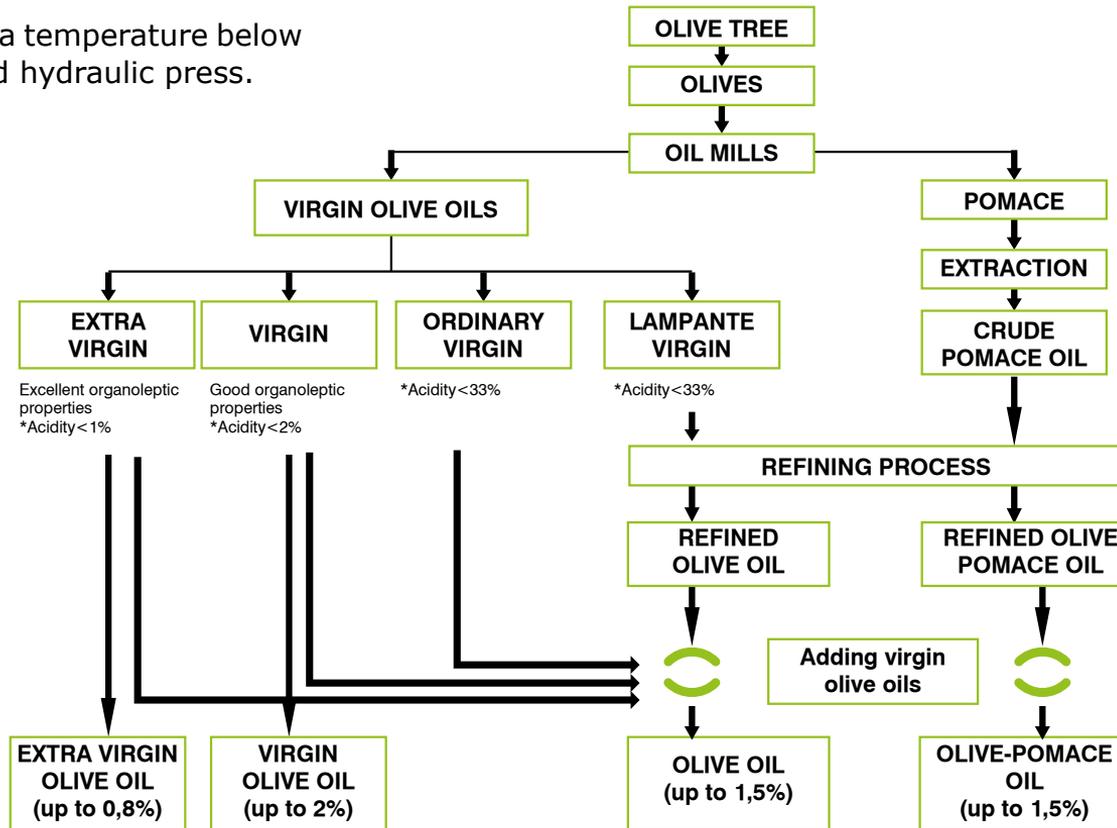
Cold Extraction:

Extra virgin olive oils obtained through more modern systems, such as percolation or centrifugation, at a temperature below 27°C.

The best extra virgin olive oils are obtained through a cold pressing or extraction process.

Other types of refined olive oils are produced, not from the oil which comes out of the milling process but from the olive paste that remains. This residue, or pomace, contains a small amount of oil which is removed with the use of solvents. The resulting oil is then refined and blended in the same way as ordinary olive oil to make olive pomace oil.

Visual illustration of the Olive Oil extraction as follow on the right side of the slide



Quality & Production

Focus

ASKRA The Valley of Muses focuses on both safety and quality across a whole supply chain from the farm to the end consumers table.

ASKRA tastes olive oil every year with highly experienced testers and really choose the best to make ASKRA Olive Oil.

In the selection process, two stages of analysis must be passed so that olive oil is extraordinary.

Chemical and organoleptic analysis.

If there is one thing that **ASKRA** is particularly proud of, this is the extraordinary quality of its olive oil.

Today, rigorous quality standards are applied at each stage of the production process.



Olive Oil Health The mediterranean diet

Olive oil is one of the main components of the Mediterranean diet which has long been promoted for its numerous health benefits. While there are many components of this 'diet', one of the most popular is the Greek version which is relatively low in total fat intake, with a moderate to large intake of fruits, vegetables, cereals - and of course olive oil.

Recent studies from Europe and the US* have found that the Mediterranean Diet has a beneficial effect on health and longevity: people tend to live longer overall, while death from illnesses such as heart disease and cancer is reduced by 33%.

(* Harvard School of Public Health and the University of Athens Medical School studied the diets of over 22,000 adults in Greece aged 20 to 86 over a four-year period.)

Don't forget, the Mediterranean Diet is only effective when accompanied by regular exercise and activity!



Health Benefits

Prevents Heart Attacks: Olive oil is one of the healthiest types of fat around, so you should choose fats wisely.

Reduces Cholesterol Levels: The health benefits of olive oil include lower cholesterol levels in the your blood.

Improves Your Memory: Olive oils' antioxidants have been shown reverse of disease-related memory deficits.

Helps Digestion: Although high in calories, olive oil has shown to help reduce levels of obesity.

Helps Fight Cancer: The elements in olive oil can decrease the risk of breast cancer and its recurrence.

Prevents Blood Clotting: Olive oil can reduce the risk of heart attacks and stroke, also improve blood clotting.



Contact Us

ASKRA The Valley of Muses

Extra Virgin Olive Oil

Address:

info@askraoliveoil.com

www.askraoliveoil.com

How can we help you?

The company is always open to find new markets and to strengthen its position on existing ones.

If you are interested in importing / representing or buying locally **ASKRA Olive Oil** products in your country and wish to receive more information, it would be our pleasure to examine your suggestion and we would respond to the opportunities for successful cooperation.

