

'ANASSA

EXCEPTIONAL HELLENIC PRODUCTS

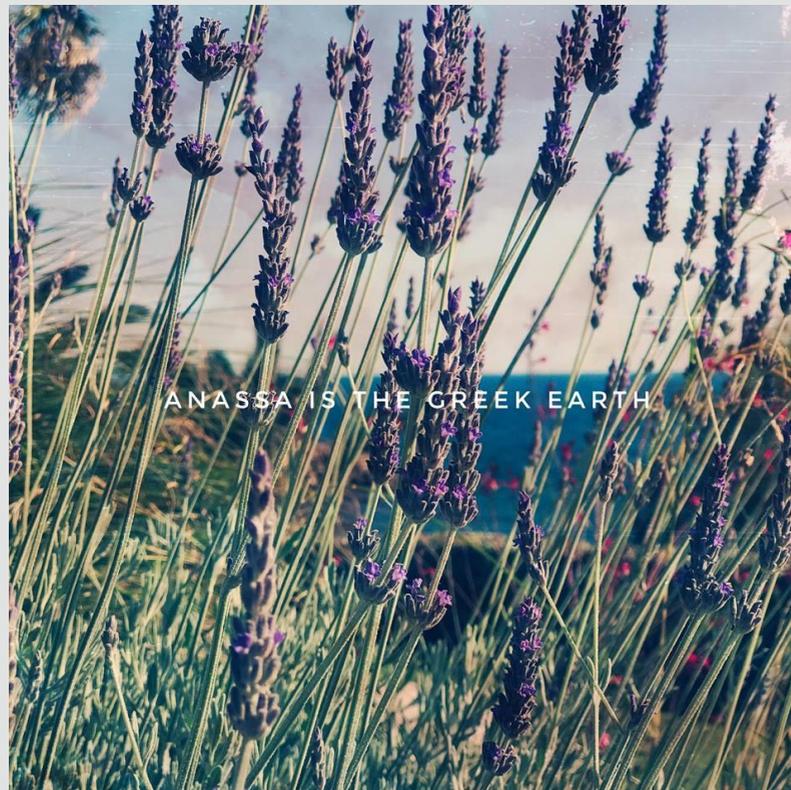
## BRAND NAME

'Anassa ancient Greek for 'Queen', is an honorary title only awarded to queens and women of excellence.

Greek land is a real queen, an 'Anassa' of a unique geographical position and climate, abounding in wholesome treasures.

Anassa Organics selects some of the most exquisite Greek herbs, flavours and scents of superb quality.

Welcome to Anassa's 'Reception' with royally aromatic herbal infusions.



# GREEK AROMATIC HERB

Greek aromatic herbs are endowed with exceptional advantages.

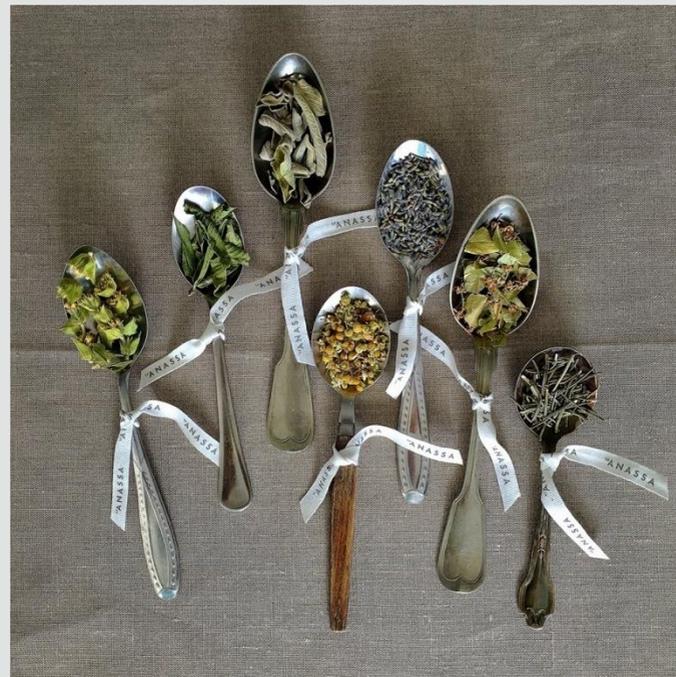
They are favoured by the climate and soil conditions of the country and are extremely rich in essential oils.

Some are endemic, i.e. growing only in Greece or in a particular geographical region of Greece, e.g dittany of Crete.

According to international references, Greece ranks third in the world in biodiversity, and among the top five countries with the greatest wealth of aromatic plants. Despite its small size, Greece hosts 6,500 plant species and subspecies, 1,600 of which are endemic, found nowhere else in the world.

Cultivation of aromatic herbs has not developed significantly in Greece, but there is an increasing trend in the last five years.

Organic farming in Greece lags behind the rest of Europe, but here, too, the trend is towards catching up.



# COLLABORATIONS

Anassa Organics collaborated with a group of scientists in order to deliver high quality products.

Aristotle University of Thessaloniki professors in Agronomy, Pharmacology, Agricultural-Biotechnology and Biology collaborated so as to provide guidance in detecting and lab testing high quality raw materials. The results of the study conducted on behalf of the company catered for the creation of unique herb mixtures.

**Herb producers** were picked out through meticulous screening regarding cultivation conditions, harvesting methods and quality of products. The selected producers, mostly small family companies, are distinguished for their modern organic farming methods, geographic region, and their proven respect for the land they cultivate and the herbs they produce.



# TESTS -CERTIFICATIONS

Anassa Organics is certified by **EN ISO 2200 : 2018**, which ensures the quality of manufacturing processes and food safety.

Tests assessing the nutritional value, and sample tests for the detection of pesticides were conducted in an accredited laboratory , the Benaki Phytopathological Institute <http://www.bpi.gr/>

The products were certified for their origin from organic farming practices and controlled packaging by the collaborating accredited organic certification agency TÜV HELLAS (TÜV NORD) S.A. (<http://www.tuv-nord.com/gr/en/index.htm>)

All products are Vegan certified. <http://www.greekexports.org/en/>

All packaging materials are certified as suitable for food use.



# AWARDS



## 1. Great Taste Awards 2022-2021-2020-2019-2018- 2017-2016-2015-2014

Anassa Organics have been awarded with a total of **37 Gold Stars** at the Great Taste Awards competition for five consecutive years in a row. Organic Lemon Verbena, Organic Mountain Tea and Organic Mint are listed in the Great Taste 2016- 2017 **TOP 50 FOODS** list. Lemon Verbena had risen to the very top at Golden Fork Awards-Great Taste Awards so as to be named **‘Ambient Product of the Year’**.

## 2. The Hellenic Entrepreneurship Award

Anassa Organics was one of the four winners of the 2014 Hellenic Entrepreneurship Award

<https://envolveglobal.org/el/winners/anassa-organics/>



## 3. EUROPEAN DESIGN AWARDS 2014: Gold award in packaging food & beverages category.

<https://envolveglobal.org/el/winners/anassa-organics/>

## 4. OPAP Forward

With the collaboration of the non-profit organization **Endeavor**, Anassa Organics was one of the winners of “OPAP Forward” program which offer a unique opportunity to fast growing Small Medium Business.

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# PACKAGING FOR HOTELS, RESTAURANTS, CAFE



# PACKAGING FOR HOTELS, RESTAURANTS, CAFÉ

## Each box includes:

- \* 90 Enveloped Herbal tea sachets
- \* Anassa Organics labeled tea bag envelopes enfolding tea bags and sticks when serving



# STAND

Ideal for hotels' rooms, breakfast buffets, coffee shops, bars & restaurant bars  
(for rooms 2 sachets, for buffet 10 sachets)



# FOLDER

Paper folder for 2 portions, ideal for the hotels rooms



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# MENU LIST

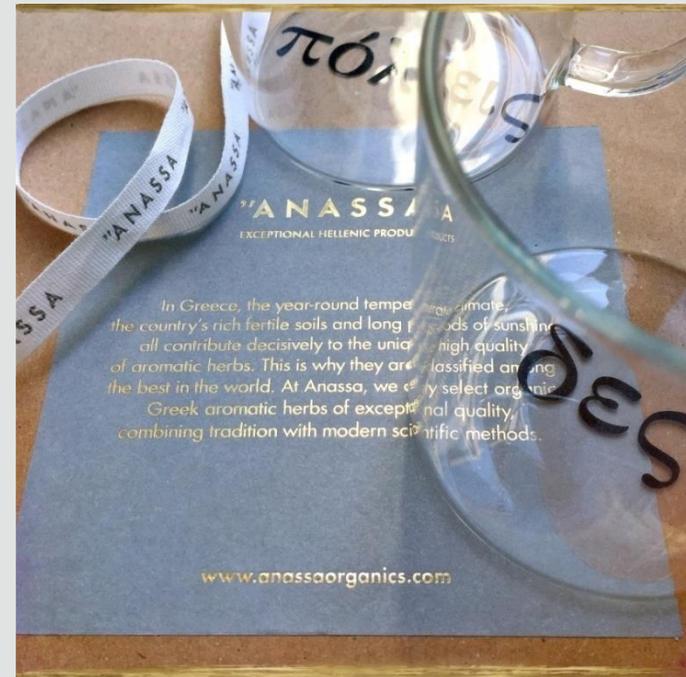


# GLASS CUPS

## Hand made glass cups

There is a word\* written at the bottom of the cup.  
On filling the cup with hot tea, the word is transformed,  
comes alive, moves, is reflected.  
It is the simplest way to realise that the pleasure of an  
Anassa hot beverage can transform your daily moments  
almost magically yet completely naturally.

\*Πόλεις  
(n) cities  
\*δες  
(v) look



# Organic Monoherbal

1. **MOUNTAIN TEA** *Sideritis Raeseri* A delicious tea infusion with many beneficial effects. Rich in flavonoids and essential oils, it provides anti-inflammatory and antioxidant protection. Unlike the classic English tea, it shows no stimulatory effect, thus suitable for drinking even at night. New scientific research in Germany shows that Greek Mountain Tea acts as a safeguard against Alzheimer's disease. Served hot or chilled with honey or plain.

2. **LEMON VERBENA** *Aloysia citrodora* A lovely relaxing drink with many beneficial properties. Soothing for the stomach and digestive system, it is a diuretic tea that helps eliminate fat and is recommended as a natural detoxifier. An effective tonic, but at the same time a soothing tea that relieves migraines. It is a caffeine free tea, with no artificial fragrances.

3. **MINT** *Mentha X pipertita* For centuries, peppermint tea, one of the most popular beverages, was enjoyed for its refreshing taste, as well as its medicinal properties. The aroma of mint tea alone can help to alleviate cold symptoms or headaches.

In Ancient Greece, Hippocrates and Galen used mint against indigestion, nerve disorders, vertigo, insomnia, gastritis, coughing, headaches and colds. Owing to the unique Greek climate and soil conditions, the Greek mint is of excellent quality, fragrance and taste.

4. **CHAMOMILE** *Matricaria chamomilla* Recognized for its therapeutic properties since the age of Hippocrates and Dioskourides, Chamomile is still hailed to this very day, for its anti-inflammatory, anti-bacterial, anti-allergenic, soothing and calming a unique after-dinner drink, a wonderful beverage to sip especially just before bedtime. Is officially listed in the European Pharmacopoeia as one of the most renowned sedative herbs.



# Organic Herbal Blends

1. **PURE HAPPINESS** : Delicious blend of herbs characterized by rich aroma and delicious taste.

Ideal 'marriage' of fine peppermint, intense sage, savory mountain tea and lemony balm.

Ingredients: Mountain Tea, Mint, Sage, Lemon Balm

2. **PURE PROTECTION** : A Greek remedy blend for flu prevention and recovery, a delicious herbal tisane, one that warms you up, boosts your immune system, and clears your head.

Ingredients: Hyssop, Melissa, Sage

3. **PURE SYMMETRY** : A wonderful concoction, ideal for people on a diet. Exquisite aroma, delicious taste.

Ingredients: Peppermint, Lemon Balm, Sage, Carob.

4. **PURE FRESHNESS** : A combination blend of vibrant organic herbs, gathered from rich, fertile soils. Full potential of nature's goodness, freshness and relaxation.

Ingredients: Lemon Verbena, Mint.

5. **PURE PEACE** : Lovely after-dinner tea combining great taste and the calm strength of five herbs known for their beneficial properties. Ingredients: Lemon Balm, Lavender, Linden, Chamomile, Marjoram.



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[www.anassaorganics.com](http://www.anassaorganics.com)