

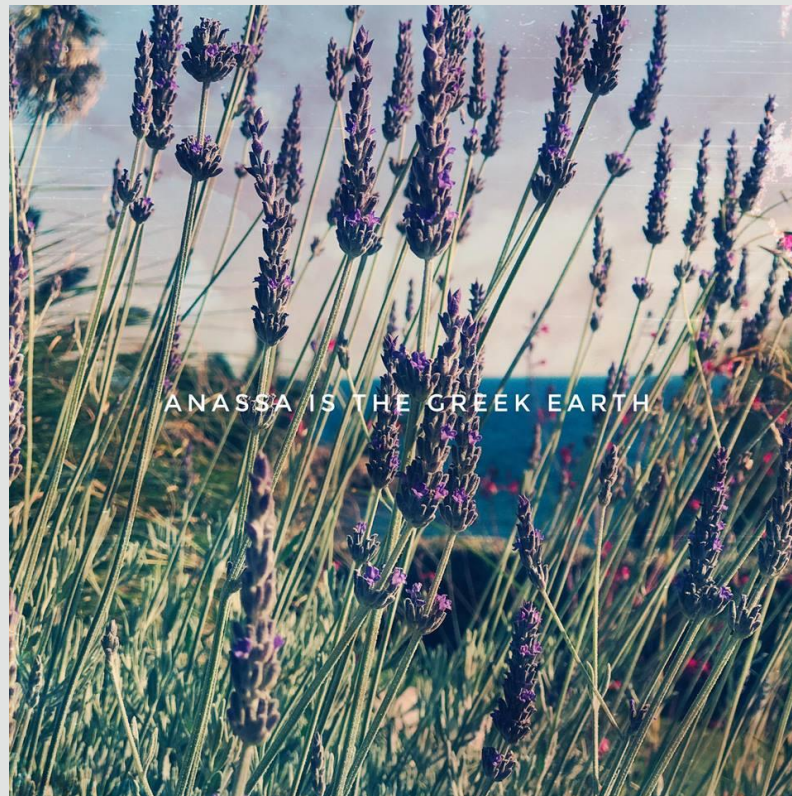
'ANASSA

EXCEPTIONAL HELLENIC PRODUCTS

BRAND NAME

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

Greece is indeed a real queen, an 'Anassa', a land of a unique geographical position and climate, abounding in wholesome treasures. Anassa Organics selects the most exquisite herbs, flavours and scents of superb quality, all of Greek origin.



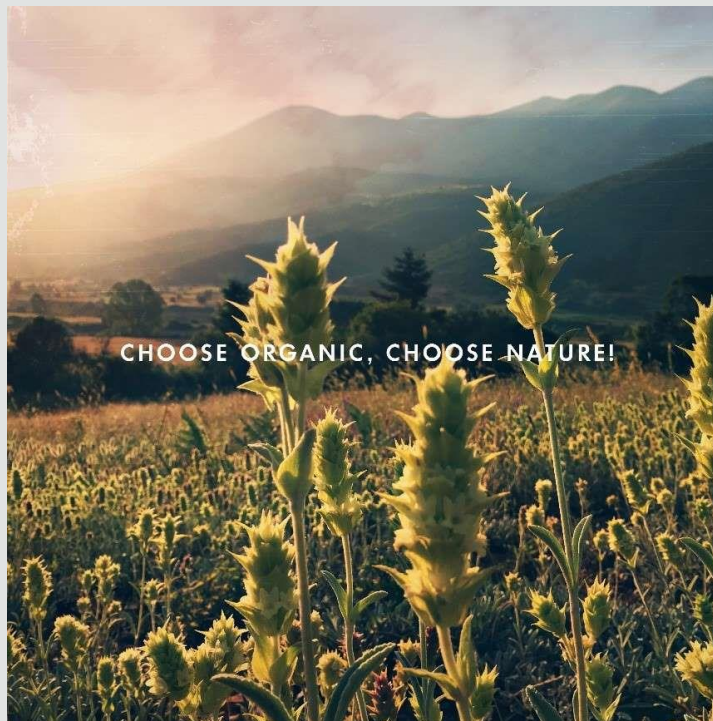
GREEK AROMATIC HERBS

Greek aromatic herbs are endowed with exceptional advantages:

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

Some are endemic, growing either only in Greece or in a particular geographical region of the country.

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.



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 cooperated 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 herbal mixtures.

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



TESTS -CERTIFICATIONS

Anassa Organics is certified by **EN ISO 22000 : 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 are 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.



PACKAGING

- **Tin Box:** This is the best storage medium for herbs, maintaining a constant temperature and preventing light and moisture from deteriorating its content. **The tin includes a serving alternative:** tea bags corresponding to the quantity of herbs in each tin box (15-20 servings), and wooden sticks (6) for supporting tea bags in mugs.
- **Paper box** includes **10 enveloped herbal tea sachets**. Every envelope contains a tea bag & a wooden stick to secure your tea bag on the mug. A new way of serving and brand-new ready-made tea bags which, for the **European Union, is a protected industrial design No 005804663-0001**.



- All herbs are certified organic; packaging materials (tin, carton box, filters, supporting sticks, envelopes) have certification of suitability for food use.
- The creatures designed on the packages, all refer to Greek mythology.
- EUROPEAN DESIGN AWARDS 2014: Gold award in packaging food & beverages category.
<http://www.europeandesign.org/submissions/anassa/>

AWARDS



1. Great Taste Awards 2023-2022- 2021-2020-2019-2018- 2017-2016-2015-2014

Anassa Organics have been awarded with a total of **44 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.



Organic LEMON VERBENA

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.

- **Loose whole leaves**

Tin box including loose whole leaves. 15 filters and 6 wooden sticks for the mug also contained.

Net Weight: 15 gr.



- **Enveloped herbal tea sachets**

The paper box includes 10 enveloped herbal tea sachets. Every envelope contains a tea bag & a wooden stick to secure your tea bag on the cup

Net Weight: 10 gr.



Greek Organic herbs • Caffeine free • 100% natural



Organic MOUNTAIN TEA

A delicious tea infusion with a lot of beneficial effects.

Rich in flavonoids and essential oils, organic mountain tea provides anti-inflammatory and antioxidant protection. Used for colds and infections of the upper respiratory system, it is also rich in antioxidant properties and is acting against iron deficiency, anemia, as it contains iron.

Unlike the classic tea, it shows no stimulatory effect and is thus suitable to be enjoyed even late at night.

- **Loose whole leaves & blossoms**

Tin box including loose whole mountain tea blossoms. 20 filters and 6 wooden sticks for the mug also contained.

Net Weight: 20 gr

- **Enveloped herbal tea sachets**

The paper box includes 10 enveloped herbal tea sachets. Every envelope contains a tea bag & a wooden stick to secure your tea bag on the cup

Net Weight: 10 gr



Greek Organic herbs • Caffeine free • 100% natural



Organic MINT

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 and headaches. Owing to the unique Greek climate and soil conditions, the Greek mint is of excellent quality, fragrance and taste.

It is a caffeine free tea, with no artificial fragrances.

- **Loose whole leaves**

Tin box including loose whole mint leaves. 20 filters and 6 wooden sticks for the mug also contained.

Net Weight: 20 gr

- **Enveloped herbal tea sachets**

The paper box includes 10 enveloped herbal tea sachets. Every envelope contains a tea bag & a wooden stick to secure your tea bag on the cup.

Net Weight: 10 gr





Organic CHAMOMILE

Chamomile has been used since antiquity as a mild, relaxing, sleep-inducing aid, one against colds, stomach disorders and inflammations. Extensive scientific research has confirmed many of the traditional uses of the herb, and the pharmacological mechanisms for its therapeutic effects. One of the most renowned sedative, antioxidant analgesic herbs. Ideal just before bedtime.

- **Loose whole blossoms**

Tin box including loose whole chamomile flowers. 20 filters and 6 wooden sticks for the mug also contained.

Net Weight: 30 gr

- **Enveloped herbal tea sachets**

The paper box includes 10 enveloped herbal tea sachets. Every envelope contains a tea bag & a wooden stick to secure your tea bag on the cup

Net Weight: 10 gr



Organic FENNEL

Savor the finest quality, enchanting aroma and incomparable flavour of our fresh Greek organic fennel. The health properties of fennel were so popular that Olympic athletes, in Ancient Greece, would use it to increase stamina and promote longevity. The organic fennel infusion creates a naturally delicious and sweet drink to be enjoyed at any time of the day.

- **Loose whole leaves**

Tin box including loose whole leaves. 20 filters and 6 wooden sticks for the mug also contained.

Net Weight: 60 gr



- **Enveloped herbal tea sachets**

The paper box includes 10 enveloped herbal tea sachets. Every envelope contains a tea bag & a wooden stick to secure your tea bag on the cup

Net Weight: 15 gr





PURE HAPPINESS

ORGANIC HERBAL BLEND

One delicious blend of herbs characterized by rich aroma and exquisite taste.

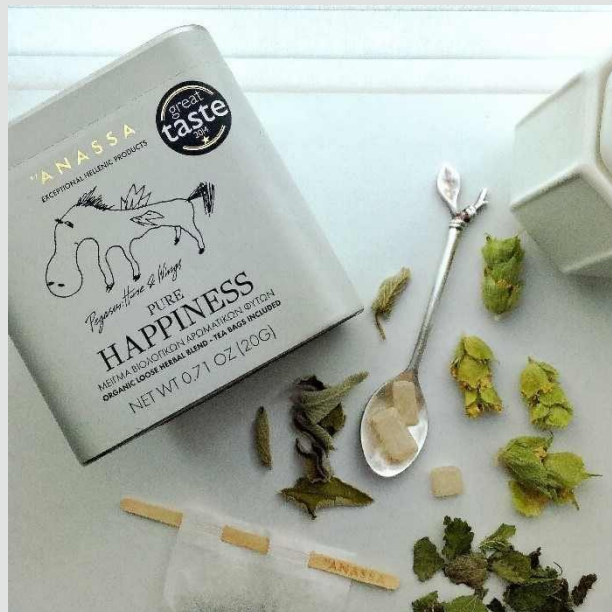
Ideal 'marriage' of fine peppermint, intense sage, savory mountain tea and lemony Lemon balm. For this blend, we have selected herbs rich in phenolic compounds, which help to detoxify and stimulate the body, thus bringing a feeling of euphoria.

Ingredients: Mountain Tea, Mint, Sage, Lemon Balm

- **Loose whole leaves & blossoms**

Tin box including loose whole blossoms and leaves. 20 filters and 6 wooden sticks for the mug also contained.

Net Weight: 20 gr



- **Enveloped herbal tea sachets**

The paper box includes 10 enveloped herbal tea sachets. Every envelope contains a tea bag & a wooden stick to secure your tea bag on the cup

Net Weight: 10 gr





PURE SYMMETRY

ORGANIC HERBAL BLEND

A wonderful concoction, **ideal for people on a diet**, a herbal tea of exquisite aroma, delicious taste. For the Pure Symmetry mix were chosen herbs in regard to their beneficial properties known since antiquity. The herbs contained in the mix have a diuretic effect, stimulate the body and relieve digestive disorders.

Ingredients: Mint, Lemon Balm, Sage, Carob

- **Loose Whole leaves & blossoms**

Tin box including loose whole blossoms and leaves. 20 filters and 6 wooden sticks for the mug also contained.

Net Weight: 40 gr



- **Enveloped herbal tea sachets**

The Carton box includes 10 enveloped herbal tea sachets.

Every envelope contains a tea bag & a wooden stick to secure your tea bag on the cup

Net Weight: 10 gr





PURE PEACE

ORGANIC HERBAL BLEND

Lovely after-dinner tea combining great taste and the calm strength of five herbs known for their beneficial properties. For our Pure Peace blend, we have selected herbs known since antiquity for their relaxing and anti-stress properties.
Ingredients: Lemon Balm, Lavender, Linden, Chamomile.

- **Loose whole leaves & blossoms**

Tin box including loose whole blossoms and leaves. 20 filters and 6 wooden sticks for the mug also contained.

Net Weight: 30 gr



- **Enveloped herbal tea sachets**

The paper box includes 10 enveloped herbal tea sachets. Every envelope contains a tea bag & a wooden stick to secure your tea bag on the cup

Net Weight: 10 gr



Greek Organic herbs • Caffeine free • 100% natural

PURE DEFENCE

ORGANIC HERBAL BLEND



Winter drink with the goodness of five herbs, perfect for the cold

Ingredients: Mountain Tea, Rosehip, Dittany, Wild mint

Available only in tins

Tin box including loose whole blossoms and leaves.

15 filters and 6 wooden sticks for the mug also contained.

Net Weight: 30 gr

In collaboration with a scientific team, for our Pure Defence blend, would have selected herbs and plants known since antiquity for their fungicidal and bactericidal effect .

Savvy

Due to their fungicidal and bactericidal properties, these herbs and plants are used to relieve or even prevent cold symptoms.

Herbal blend with whole aromatic leaves

Caffeine-free, with no artificial fragrances

Apart from their natural drying, none of the herbs comprising this blend have undergone any processing.

Serving

Served with honey or plain



Greek Organic herbs • Caffeine free • 100% natural

PURE YOUTH

ORGANIC HERBAL BLEND



Perfect drink for the whole day, with antioxidant properties rejuvenating the body.

Ingredients: Mountain Tea, Rosehip, Rosemary

Available only in tins

Tin box including loose whole blossoms and leaves. 20 filters and 6 wooden sticks for the mug also contained.
Net Weight: 40 gr

For our Pure Youth blend, we have selected herbs known since antiquity for their strong antioxidant and anti-inflammatory properties .

Savvy

The herbs of this blend are rich in polyphenols, hence their antioxidant and anti-inflammatory action.

Herbal blend with whole aromatic leaves

Caffeine-free, with no artificial fragrances
Apart from their natural drying, none of the herbs comprising this mix have undergone any other processing.

Serving : To enjoy any time of the day
Served hot or chilled with honey or plain



PURE FRESHNESS

ORGANIC HERBAL BLEND

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.

Available only in paper box

The paper box includes 10 enveloped herbal tea sachets
Every envelope contains a tea bag & a wooden stick to secure your tea bag on the cup.

Net Weight: 10 gr

A brilliant herbal tea with antioxidant properties that rejuvenate both body and spirit.

Serving: To enjoy any time of the day, ideal after dinner.
Served hot or chilled with honey or plain



PURE PROTECTION

ORGANIC HERBAL BLEND

An ideal winter herbal blend with the goodness of three herbs, perfect for cold weather.

Ingredients: Hyssop, Melissa, Sage

Available only in paper box

The paper box includes 10 enveloped herbal tea sachets
Every envelope contains a tea bag & a wooden stick to
secure your tea bag on the cup.

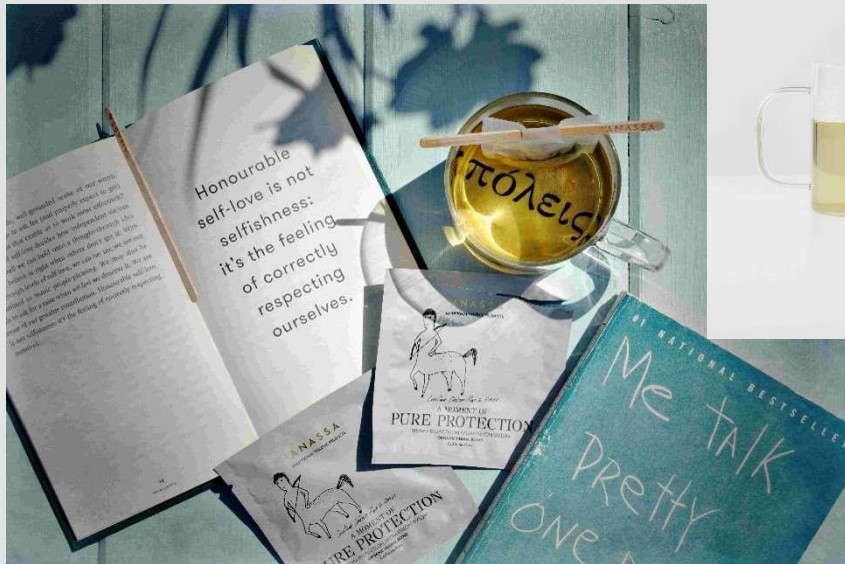
Net Weight: 10 gr



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.

Serving

To enjoy any time of the day
Served hot with honey or plain



Greek Organic herbs • Caffeine free • 100% natural

"ANASSA
EXCEPTIONAL HELLENIC PRODUCTS

THANK YOU



www.anassaorganics.com

