

HOW TO CHOOSE

KALLISTO: Ancient Greek female name, meaning “the most beautiful”. According to ancient Greeke mythology, Zeus felt in love with her. He afterwards transformed her to a star, the Great Bear.

EXTRA VIRGIN OLIVE OIL: The natural juice of olive, without any absolutely other treatment except of extraction only with mechanic methods, without any chemical interventions. Its acidity should not exceed the 0.8%. The extra virgin olive oil keeps all the antioxi-dant substances of olive oil and consequently is considered the better kind of oil, product of superior category with enormous biological value and excellent tasty characteristics.

PDO SIGN: European Union created the system of Protected Designation of Origin in the effort of promotion and protection of qualitative agricultural products. As PDO are characterized the olive oils of which the unique and exceptional characteristics are owed in the climatic and soil conditions, in the way of harvest as well as in the variety of olive at the specific place of production.

KALAMATA: City in southern-western coast of Greece, famous around the world for the special olive oil it produces thanks to the ideal for the olive tree climatic and soil conditions, the period and way of harvest. European Union in order to protect the unique Kalamata extra virgin olive oil, with its’ regulation (1065/97) gives to it the Protected Designation of Origin (PDO). Kalamata is the capital city of Messinia province where Koroni also belongs, the village from which the famous Koroneiki variety olive oil took its’ name. The production of Messinia annually approaches the 50.000 tons of superior quality, Koroneiki variety, low acidity extra virgin olive oil very rich in antioxidants, facts which establish it as a beneficial for the organism nutrition. Kalamata’s and Messinia’s extra virgin olive oil is fruity in aromas with a lightly bitter taste of fresh cut grass and a bright green colour taking a golden aspect while maturing.

ACIDITY: The percentage of free fatty acids. The free fatty acids are harmful to the human organism. For this reason the lowest possible acidity in the olive oil is one the basic criteria in choice of olive oil. There is a chemical procedure that can reduce the acidity in the olive oil (refinement) misleading the consumer. Therefore a low acidity level should always be accompanied from low percentages also in five more basic elements of quality: Peroxides<20, Waxes<250, K270<0.22, K232<2.50, DK<0.01, (according to the regulation of European Union 1989/2003).

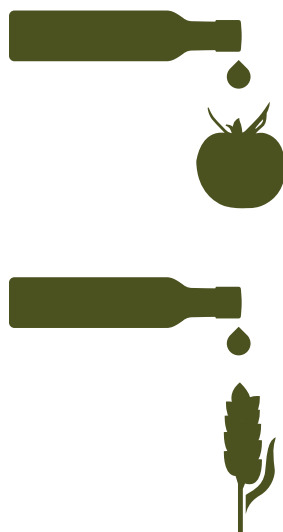
COLD EXTRACTION: Olive oil juice taken with filtering or centrifugation in temperature under 27 °C. When the olive is extracted under high temperature the quantity it gives in oil is bigger. The high temperature however degrades and alters the composition of olive oil, its qualitative and tasty characteristics. “Cold extraction” guarantees the maintenance for longer time of the low acidity, the nutritious components of olive oil and its natural aromas and flavours.

KORONEIKI VARIETY: Characterized from the International Council of Olive Oil as “variety of universal heritage”. The koroneiki olive tree (8-15 metres of height with leaves lance-shaped, small crop of green colour, taking a mauve aspect when matures with content in oil 18-22%, that presents differences from place to place) has a strong resistance even under the most unfavourable climatic conditions. It is the most productive variety giving exceptional olive oil of green-gold colour, fruity and spicy flavour.

PRODUCT OF GREECE: Greece is the country with the biggest production in extra virgin olive oil. The ideal climatic conditions ensure extra virgin olive oil of unique quality with rich flavour, special bright colour, with beneficial nutritious value. The sign “Product of Greece” should always be accompanied from the existence in the label of EL40xxx code, which certifies the relevant authorisation from the Hellenic Ministry of Rural Development and Food.



HOW TO USE



GREEK SALAD:
Wash carefully and cut in small pieces tomatoes, cucum-bers, onions, peppers and vegetables of your preference. Add olives, caper, feta cheese, oregano and salt. You mix all together and pour with extra virgin olive oil.
Tip: Add also pieces of whole grinding rusk poured with vinegar.

HOMEMADE BREAD WITH CHEESE AND OLIVES:
In A deep bowl you place half kilo of flour, a portion of dry yeast, half teaspoon of sugar, salt and mix adding slowly 1-1,5 cup of tepid water. When the mix becomes homogeneous you add half cup of extra virgin olive oil, half kilo of feta cheese in small pieces, pitted olives, thyme, oregano or other aromatic herbs of your choice. You mix all together. The final mixture should be tight but flexible. If no, you add proportionally flour or water. Then you cover it well with a cloth for at least half an hour to swell. Warm up oven in 190°C. Spread well a baking pan with extra virgin olive oil and you stretch out the dough. If the dough glue in your hands spread them with olive oil too. Cook for approximately half an hour.
Tip: Ideal “spread” for your bread and the sandwiches, Mediterranean and absolutely healthy is the natural olive paste. Prefer it from other fattening spreads with conserva-tives.

“BROWNEED VEAL ON THE POT”:
In a pot you place extra virgin olive oil, so that it covers the bottom. You fry lightly pieces of veal meat (the veal can be also replaced by chicken or your other meat of your preference). Add a grated onion and also fry it lightly. Add a glass of red wine. A couple of minutes after, add a glass of chopped tomato, half teaspoon of sugar, salt and pepper. If you want you can also add other vegetables as carrots, peppers or your spices of your choice. Add boiled water, so that the meat will be totally covered and boil in low temperature for at least 1.30'. When the meat will become soft and drink its water, serve it with rice, mashed potatoes, pasta or whatever you wish and pour around its sauce.
Tip: Try to enjoy it only with whole grinding toasted bread and feta cheese. Enjoy it with a glass of red wine.

KALI OREKSI!!!