



CAMPAIGN FINANCED WITH AID FROM
THE EUROPEAN UNION AND GREECE



PRESS RELEASE

For immediate release

Welcome to the fresh world of canned peaches!

The promotion of Greek canned peaches in Canada under a EU-funded programme

Montreal – May 2nd 2018 – Kronos S.A, today organized the dinner event titled “Have a peachy day” at “Ikanos” restaurant, Montreal, Canada, to promote Kronos canned peaches to Canadian market.

Through a European program called “**Have a peachy day**”, a campaign financed with the aid from the European Union (EU) and Greece, quality products like canned peaches have the opportunity to be demonstrated to wider international audience.

At the event, representative from Kronos S.A, a leader in Greek canned fruit industry, Mr. Michalis Lichounas, hosted an exclusive group of guests including industry stakeholders and local media.

Those in attendance had the opportunity to watch and listen to presentations through which met the country and place of origin of the unique product that has won the Canadian market with its unique taste and quality.

For many farmers in the EU and especially in Greece, peach is their life. In Greece, the cultivation of peach is one of the largest and most developed agricultural activities, closely connected with local communities and economy, as Greece is the largest producer in the EU.

Greece-based Kronos S.A, is a private, export oriented company, with its 47 years of history, has conquered the global canned fruit industry with an impressive product portfolio of canned fruit products including peaches, apricots, pears and fruit cocktails, produced in syrup, juice, water and puree. The company adopts state-of-the-art technologies and most modern facilities with a focus on sustainability in all its production lines.

“Our canned peaches, which are 100% natural and safe, with no preservatives, and low in calories, are a great nutritious addition to everyday life of the Canadians. Canned peaches might still be of relatively foreign taste but we are pleased to see how the product has been positively welcomed here in Canada”, said Mr. Michalis Lichounas, Export Sales Manager, Kronos S.A.

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About ‘Have a peach day’

“Have a peachy day” is a campaign dedicated to the promotion of peach compote, financed with aid from the European Union and Greece.

About Kronos S.A

Kronos S.A, is a private, export oriented company, considered the leader in the Greek canning fruit industry, the largest producer in Europe and among the top five players in the world regarding canned peach.

Both the company's factory and headquarters are located at the region of Central Macedonia, Greece, close to ancient Pella – home of Alexander the Great. A point of great strategically value, as the region is one of the country's top peach growing areas (both in volume and quality).

Being situated close to Thessaloniki (the country's second largest city and commercial port), Kronos has a direct and easy access to markets around the world. Among the 85 countries we export to, are EU countries, Russia, U.S.A, Middle East, Canada, Japan and Australia, mostly as private label providers for large retailers.

For more information visit: <http://www.haveapeachyday.eu>

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