**COMPANY PROFILE**

**REZOS BRANDS** **S.A.** founded in 1983 in Patras, Western Greece, is a food focused SME, with expertise in superfoods. The founders with extensive experience amongst others in sales, distribution & logistics, took the challenge of delivering quality, reliability and passion and categorized REZOS BRANDS S.A.as one of the leading forces in the highly competitive market in which we operate. Through time, Rezos Brands achieved a steady workforce growth rate, as a result of the gradual establishment of our company in the Greek market. Our constantly growing sales, reflect our investment in strategic partnerships and infrastructure, our deep knowledge of the Greek market but also the commitment to opening new prospects for further development and profitability. This gives us the drive to make **new steps of development**, to **invest in our people** and **set realistic goals** that will reinforce our constant growth.

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| **PIC NUMBER** | **915069677** |
| **Full legal name (national language)** | REZOS BRANDS ΑΝΩΝΥΜΗ ΕΜΠΟΡΙΚΗ ΕΤΑΙΡΙΑ ΕΙΔΩΝ ΔΙΑΤΡΟΦΗΣ |
| **Full legal name (Latin characters)** | REZOS BRANDS ANONYMI EMPORIKI ETERIA IDON DIATROFIS |
| **Acronym** | REZOS BRANDS S.A. |
| **Address** | Industrial Area of Patras, 25200 |
| **European R&D Department** | 196 New National Road Patras- Athens, 26443, Patras, Greece |
| **Country** | Greece |
| **Region** | Western Greece, Achaia |
| **Website** | [www.rezosbrands.com](http://www.rezosbrands.com) |
| **E-mail** | euoffice@rezosbrands.com |
| **Telephone** | +30 2610 423021, +30 2610 647146 |
| **Skype** | euoffice@rezosbrands.com |
| **Type of organisation** | Private/ SME |
| **VAT Number** | EL 093579435 |
| **Registration Number** | 035549116000 |

**REZOS BRANDS SA** is offering modern 4,400 sq.m offices, warehouse facilities and logistic center, with top of the line storage and management systems, based in Industrial Area of Patras as well as its European Research & Development Department, based as a branch in Patras City Centre at a 250 sq.m. (150 sq.m. offices and 100 sq.m. for hub use and training classrooms premises) with high tech systems and networks. Additionally, the company has branches in Attica (Athens Office) based in Metamorphosi as well as in Heraklion of Crete, based in Heraklion Industrial Area and Zante island.

**REZOS BRANDS SA** is manned from people having the appropriate knowledge and long experience. The staff of our company, is highly educated, qualified and experienced covered the whole spectrum of REZOS BRANDS’ activities.

**Member of**

* the National Institute of Labor and Human Resources in Greece,
* the Chamber of Commerce & Industry in Patras,
* the Association of Businesses Established in Patras Industrial Area and
* the Organic Products Hellenic Cluster
* several European and international networks (consultants & sales)

REZOS BRANDS SA collaborate with EU professionals and a wide network of external collaborators, such as Greek and European Universities, local & public authorities, private companies, chambers, NGO’s and European Experts.

Philosophy of the company is the continuous improvement in the field of European funding programs & initiatives, business consulting, sales, marketing, distribution, research & development as a long-term investment**. Reliability**, **stability** and **respect** lead its way.

**Accreditations**

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| Certificate ISO 9001: 2015 Quality Management System |
| Certificate ISO 9001: 2015 Planning, Implementation & Evaluation of National & European Development Projects |
| Certificate ISO 22000: 2005 Food Safety Management System |
| Affirmation of compliance by DIO Inspection and Certification Organization of Organic Products for IMPORT-STORAGE-TRADING of herbs, tea, chocolate, bars, rice bars, cereals, dried fruits |

The company is divided into **3 operational sectors:**

1. **Commercial, Distribution & Logistics sector**

**Main activity** is the **distribution** and the development of **national sales networks** of **imported and local** food & beverages products, operating in the Greek market. Provides a **well operated logistics network**, having adopted up to date **monitoring and systems**, from the purchase stage to the delivery. Boosting sales by **Merchandising.** We invest at the most modern **warehouse management, commercial management software**, aiming to ensure customer’s satisfaction both in terms of quality and time of delivery to them. Accelerating our development through effective **marketing** Rezos Brands SA invests also towards the development of its **own products in the super fruits sector: osmotic processed super fruits and berries** (sea-buckthorn/ hippophae, goji berry, aronia, cranberries, cacao beans etc.).

<https://rezosbrands.com/>

<https://www.youtube.com/watch?v=wfXkzEMeoic>

1. **Farming sector**

We invested in our **multifunctional farm** at Meteora (Central Greece), offering a unique opportunity to **upscale sea-buckthorn** (hippophae) as the top Greek super fruit. At our farm **we adopted the vertical business model of super fruits cultivation**: from the farm to the supermarket shelve. Our mission is to **cultivate, process and market, the best super fruits** starting from sea buckthorn and Greek mountain tea, that have been proven scientifically to benefit the human body and mind. Through this **vertical business model, we aspire to launch to the European markets**, **innovative functional foods** based on Greek Mediterranean super fruits and aromatic herbs.

<https://rezosbrands.com/hippocratesfarm/>

<https://www.youtube.com/watch?v=Tf_M5VLsikY>

<https://www.youtube.com/watch?v=HdyP3qMNRu4>

<https://www.youtube.com/watch?v=H-tVEbrRL40>

1. **European R & D Department**

The department was established in 2017. Research & Development refers to the research activities carried out by the department in order to **upscale existing products** and **services** towards **the development of new products and services oriented to the European and global markets**. Via the European R&D department, the company develops and implement various **European funded programs and initiatives**. It also provides consulting services regarding the available European funding opportunities to organizations and SMEs.

Our project proposals mainly focus at:

* **excellence** in funding proposals
* **impact** of the proposal on the organization
* **effectiveness** of implementation

<https://eu.rezosbrands.com/>

**Aims to**

* **tackle all European challenges and opportunities,**
* **adopt** **European mentality by exchanging all European good practices and values**,
* **cooperate** with an extensive **network of partners** coming across different sectors and fields,
* **support new business opportunities** at the European markets.
* **develop new products** and services
* **research functional food products**

**Research Areas**

* Food sector (organic and BIO orientated projects)
* Super fruits and functional foods (personalized nutrition, healthy and beneficial to the human body and mind products)
* Agri entrepreneurs, agri business, agri start ups
* Competitiveness and Innovation for Small and Medium Enterprises
* Farming sector
* Tourism, eco-tourism and agritourism, culture
* Energy, environment,
* New technologies and their application in everyday life, the primary and secondary sectors

**Activities**

1. **Development** and **implementation of** various **European funded programs and initiatives**. Specialized in the design of innovative and competitive projects and **monitoring them thought out their lifecycle**:
	* identification of the appropriate sources of funding (**EU funding scouting**)
	* identifying the appropriate call (**calls scouting**)
	* project **proposal development** (draft idea, draft proposal, partners scouting, consortium’s finalization, proposal writing, budget allocation)
	* proposal **submission** (hardcopy or electronically)
	* project **implementation**
	* Project **management**, **coordination, monitoring, evaluation, dissemination, technical assistance**, **financial management**, **technical reports**.
	* **Updated directories**, where are recorded:
		+ - open and pending EU Funded programmes, with a brief description of the Specific Objective of the Call, and the deadlines,
			- potential partners, already evaluated by the European Commission or NA,
			- public bodies, NGOs, SME’s or VET centers,
			- networks related to European initiatives and programmes,
			- events, info days, brokerage, matchmaking, conference, symposiums, expo, b2b meetings (SME Instrument- AGRI – Rural Development).

**European R&D** department has special interest amongst the following initiatives:

* Horizon 2020 (SME Instrument, INNOSUP, LIFE, etc)
* Erasmus+
* COSME
* European Territorial Cooperation Programs (Interreg, ADRION, MED, BALΚAN, ENI CBC MED)
* Agriculture and Rural Development Programme, ERDF
* Rights Equality and Citizenship, Justice Programme
* EU projects Accelerators
1. Provides **consulting services** regarding the available European funding opportunities to organizations and SMEs:
* SMEs’ **introduction to European funding** tools
* **Mentoring and coaching** on strategic European planning
* European **lobbying and networking**
* **Agro** Food Hub, incubators, Clusters
* **Development** and **finance consulting services for start-ups** through accelerators, incubators, investors, equity funds, crowdfunding, etc.
* **Optimization of existing products** (material & intellectual). It proposes systems and methods for measuring the effectiveness and efficiency of products (processes, indicators, etc.) aiming their improvement.
* **Development of international commercial and research** collaborations with the aim of improving the overall competitiveness and outward orientation of the business.
1. **Food R&D**
* **Master** an effective **approach to food innovation**
* For innovation projects, we **identify** market **opportunities**, **evaluate** the technological-economic **feasibility** and **estimate the needs** facilitate the construction of a development strategy with the greatest chance for success.
* **Developing new products**, creating test products and industrializing the products that have been developed
* **Define** a new USP’s line of production
* **Train** our staff to lead R&D food projects

**Vision**

* Achieve constant growth and become one of the leading forces in the markets of superfoods, nationally and globally.
* Create of an open Agro touristic farm, that could be home to excellent natural products with proven positive effect to the human body and mind but also to offer unique experiences for the farm’s employees, volunteers and visitors.
* Contribute to the competitiveness of Europe, its sustainable economic growth and job creation by promoting and strengthening synergies and cooperation among businesses, Start Ups, SME’s, education institutions and research organizations through research & innovation.

**Strategic partners**

* Hellenic Agricultural Organization – DEMETER (Ministry of Agriculture)
* Aristotle University of Thessaloniki -Department of Agriculture - Laboratory of Agricultural Extension and Rural Sociology
* Patras University – Biology, Chemical Engineers, Food technology, ICT / Sensors
* Chamber of Achaia
* National Technical University of Athens - Department of Chemical Engineering & food technology
* Laboratory: Design and Process Analysis Laboratory
* PASEVIPE - Pan-Hellenic Association of Industrial Business Enterprises
* SEVIPA - Association of Established Enterprises in the Industrial Area of Patras
* Monsoon (Beijing) Investment Ltd.
* Aroma Hub (Patras Technological Park)

**European Union granted projects**

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| --- | --- | --- | --- | --- |
| **EU Programme** | **Year** | **Project identification or Contract Number** | **Applicant/ Beneficiary Name** | **Title of the project** |
| H2020-INNOSUP-1-25-KATANA (Accelerator) | 2017 | H2020\_KATANA/ No. Grant Agreement 691478 | REZOS BRANDS SA | “Hippocrates Farm” |
| Erasmus+ KA2 VET  | 2017 | 2017-1-EL01-KA202-036224  | Hellenic Agricultural Organization-“Demeter” (HAO-DEMETER) | SuperGREENLABELFoods: Harmonization & Certification of “superfoods” |
| Erasmus+ Knowledge Alliances  | 2017 | 588241-EPP-1-2017-1-IT-EPPKA2-KA - EACEA | UNIVERSITA DEGLI STUDI DI FIRENZE (UNIFI) | SPARKLE: Sustainable Precision Agriculture: Research and Knowledge for Learning how to be an agri-Entrepreneur |
| H2020-ISSI-2015-1 | 2015 | No. Grant Agreement 710780(Participating as an Associate Partner) | Botanic Gardens Conservation International (BGCI) | «Big Picnic:Big Questions - engaging the public with Responsible Research and Innovation on Food Security» |

**REZOS BRANDS ACHIEVEMENTS**

**2018 European Business Awards**: REZOS BRANDS S.A has been selected by virtue of its recognized Success, Innovation and Ethics as **One to Watch** representing **Greece** amongst the 55 participating Greek companies.



**2018 European Business Awards**: REZOS BRANDS S.A., is the **National Winner** for **Greece** in **The Customer and Market Engagement Award** category that has appeared on the **2018 European Business Awards - Ones to Watch List for Greece**. To make it onto the List then company covered and supported the European Business Awards and RSM expectations on exceptional growth, significant innovation, and an ethical approach to business.

<https://www.businessawardseurope.com/vote/detail-new/36/23414>



**KATANA**: is a project financed through the H2020 INNOSUP-1-2015 call **"Cluster facilitated projects for new value chains"** which supports European SMEs in the agrifood value chain to simultaneously access knowledge, technology, capital and markets in order to respond to the global competitive environment.

REZOS BRANDS SA, has been amongst the top 10 innovative SME consortia for its project idea **“Hippocrates Farm”** in the “Functional Food” category under the framework of **“KATANA”** accelerator program via crowd funding platform.

<https://katanareward.opencircleproject.com/campaign/81/hippocrates-farm>



**European Projects**

The **SuperGREENLABELFoods** project, which involves three different countries (Greece, Italy and Spain), aims at providing innovative methodologies to people directly involved with cultivation, collection, production, packaging and promotion of super-foods, aromatic-medical herbs and forest fruits, in order to enhance their basic professional skills as their ICT skills, through vocational training activities, and increase their competitiveness in the market. <http://supergreenlabelfoods.eu/>



**SPARKLE** project try to close innovation divide on entrepreneurship and effective application of Sustainable precision agriculture (SPA) between research, agricultural enterprises (SME) and students. The profitable application of SPA requires new competencies and to shift from a mechanical model to a SPA model is necessary to have digital, high technology and business skills applied on a deeper agriculture competences.

<http://sparkle-project.eu/>



**Hippocrates Farm** project is funded by **H2020-INNOSUP-KATANA** **accelerator Crowdfunding** project in supporting European SMEs in the agri-food supply chain.

At Hippocrates Farm, we cultivate, process and market, the best organic **sea buckthorn**, as a pleasant everyday food, so that people can benefit the most out of it. The synthesis of our consortium is REZOS BRANDS S.A. a leading company in the super foods industry in Greece, that is distributing nationwide major global brands and national own brands, to top food retailers which also produce the product, NIG GmbH, a worldwide leading company in sea buckthorn R&D, that provides scientific and engineering knowledge, guarantying top quality and maximum functionality in all product development stages, and Organic 3S, an established Greek company in processing/packaging of organic foods and development of natural sweeteners.

Our targets include our new investment in the research and the development of new innovative functional food products, a new product line with unique USP’s, the launching of our products to the Greek markets and finally the establishment of new European and international sales networks.

