



## Mini En Elladi: 100% Creta Farms delight anywhere, anytime!

*For the first time, Creta Farms presents individual portion deli meat that goes everywhere!*

**Athens, September 10, 2015** – Creta Farms are at their innovative best once again presenting “Mini En Elladi”, deli meat in a new form, both revolutionary and delightfully tasty. Mini En Elladi comes in packs of eight individual servings, in three flavors, parizer, ham and turkey. The unique En Elladi recipe, combining selected prime gluten-free meat cuts with extra virgin oil, guarantees the new product’s taste.

The unique, innovative packaging of Mini En Elladi preserves the aromas, the flavor and the freshness of the product so that every single time it is eaten, it tastes as if it has just been cut.

Mini En Elladi, apart from being very tasty, is also the ultimate everyday snack since it can be consumed anywhere on the go throughout the day. Due to its individual, practical packaging it opens quickly and easily, without coming into contact with the hands, making it a convenient for anyone, at any time regardless of location, no matter what they are doing. Mini En Elladi can be taken everywhere since it does not stain, the perfect accompaniment to buns, cheese, bread sticks, crackers and many other tasty options.

The new “Mini En Elladi” TV ad, which has recently been launched, focuses on highlighting the elements that the new product incorporates, namely exceptional taste, practicality and care, all encapsulated in the message; “Every time, like the first time”. Mini En Elladi, due to its revolutionary packaging, accompanies the film’s protagonists to work, to school and even on a walk out always offering unsurpassed taste and freshness; **every time, like the first time**. The new ad of Creta Farms for Mini En Elladi was developed in collaboration with Pollen advertising company.

Mini En Elladi is here to change the image of deli meat and to offer exquisite taste experiences with the unrivalled quality of Creta Farms wherever you might be. The famous, irresistibly mouth-watering taste of En Elladi deli meat products, with extra virgin olive oil, meets the practicality of individual servings that are a cinch to open, ensuring excellent taste, quality and freshness right down to the very last portion.



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**About Creta Farms**

Creta Farms, a 100% Greek company that started out in 1970 in Crete, has become the leading and most specialized meat and deli meats company in Greece today. Since 2001, the company has been producing the innovative En Elladi deli meat line, which offers a unique taste that only olive oil can provide. Creta Farm's goal is to play a major role in the worldwide trend for healthy eating, producing innovative products that reinforce the image of Greek companies worldwide.

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