

A close-up photograph of an olive branch with dark green, elongated leaves and clusters of small, light-colored flowers. The background is softly blurred, showing more foliage and a hint of a bright sky. The overall tone is natural and fresh.

EXPORTING SUCCESSFULLY

A Greek Success Story in the German Market

FOOD FORUM
8.10.2026





30+

Years of Excellence

€19 M

Revenue 2025

30+

Countries

56

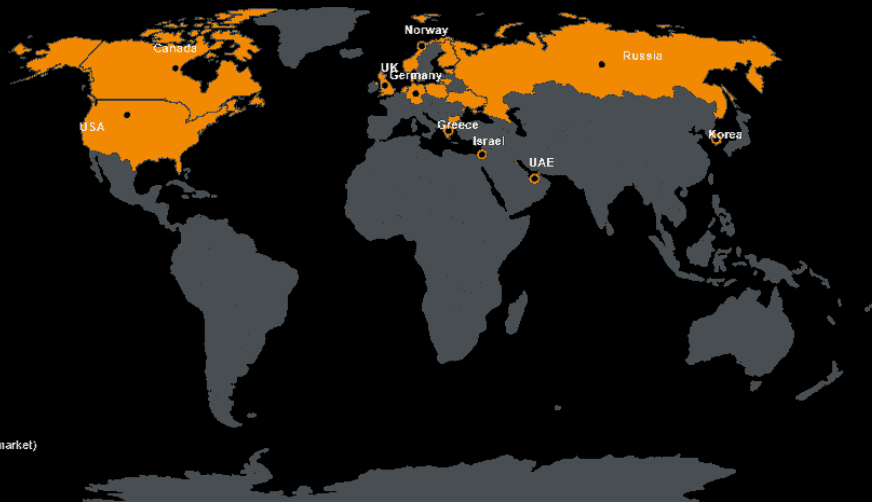
Passionate People

"Excellence is in our Nature"

GLOBAL PRESENCE

A Brand That Already Travels

GAEA is a trusted premium brand across the world's most demanding food markets.



■ Export markets

KEY RETAIL PARTNERS



Three Categories. One Standard of Excellence.

Every product - from our multi-award-winning EVOOs to our liquid-free olive pouches - reflects the same uncompromising commitment to Greek provenance and quality.

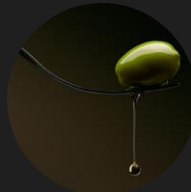
Extra Virgin Olive Oils

Gourmet · DOP/PGI · Classic



Greek Olives

Pouches · Jars · Organic



Specialities

Spreads · Vinegars · Sauces



How we Communicate Our Standard of Excellence

QUALITY

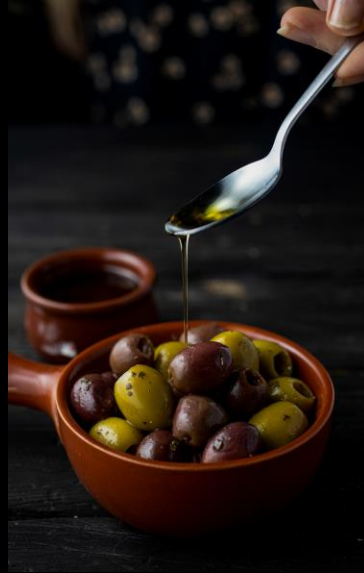
Gaea only sells the highest quality olives and olive oils



Process
Best practices
Knowledge bank

HEALTH & WELLNESS

GAEA goes to extraordinary steps to ensure the most natural good for you products



Health benefits

TASTE

Gaea is the expert in how to create exceptional, healthy yet tasty food



Usage & Tips

SUSTAINABILITY

GAEA goes above and beyond to ensure products that are good for you and mother earth



Sustainable & Ethical

RECOGNITION

Multi-awarded. World-recognized.

GAEA wins awards continuously across the world's most prestigious olive oil competitions.



NY World

New York International
Olive Oil Competition

Gold 2023, 2024, 2025
Silver 2022 2026



Berlin GOOA

Berlin Global
Olive Oil Awards

Gold - High Polyphenols, Sensory Quality
2022 · 2023 · 2024 · 2025 · 2026



London IOOC

London International
Olive Oil Competition

Gold – Quality
2022 · 2023 · 2024 · 2025 · 2026
+ Health Claim & Packaging Awards



Olive Japan

Japan
Olive Oil Competition

Gold Award 2026

EFSA-recognized for high-polyphenol EVOO health claims · World's first olive snack in a recyclable pouch · First carbon-neutral olive oil

Extra Virgin Olive Oil Collection

GAEA Gourmet Line



Unique claim range | Clear differentiators

- FRESH: Early harvest, Ancient Olympia variety
- PLANET: Ancient Athinolia variety, Organic
 - BIO: high organoleptic taste profile

GAEA D.O.P and P.G.I.



PROTECTED Origin | Taste profile choices

- KALAMATA DOP: Pungent Profile
 - KRETA: Flowery Profile
 - SITIA: Fruity Profile

GAEA Classic



Authentic Greek

CLASSIC: Your everyday use kitchen partner

Adapting to Local Consumer Needs & Channels

The example of Germany vs. Greece

Germany | 500ml convenient format



Greece | Big format range



Travel
Retail
Exclusive
Assortment

Ultra Premium



Organic Ultra Premium



500 ml TIN



Greek Olives | Our Jars

A broad range of olives across markets | Keeping the most relevant formats & flavors for each one

GAEA Olives in Jar Full Range				
WHOLE	PITTED	STUFFED	ORGANIC	SMALL JARS
				
				
				

GERMANY Selected Range			
Organic Pitted 315ml		Greek Olives Pitted 212ml	
			
Kalamata	Green	Kalamata	Green

Greek Olives | Our Pouches

A versatile range of flavors & formats to enjoy – either on-the-go or at-home!

World's first olive snack in a 100% recyclable pouch · Non heat-treated · Liquid-free, no mess · Protected atmosphere for maximum freshness

Marinated Pouches



Pitted Kalamata | Olive Oil

Pitted Mixed Olives | Lemon & Basil

Pitted Green | Lemon & Oregano

Pitted Green | Chilli & Black Pepper

Stuffed Pouches



Stuffed with Real Pimento

Stuffed with Almond

Organic Pouches



Organic Kalamata Olives

Organic Green Olives

Gourmet Pouches

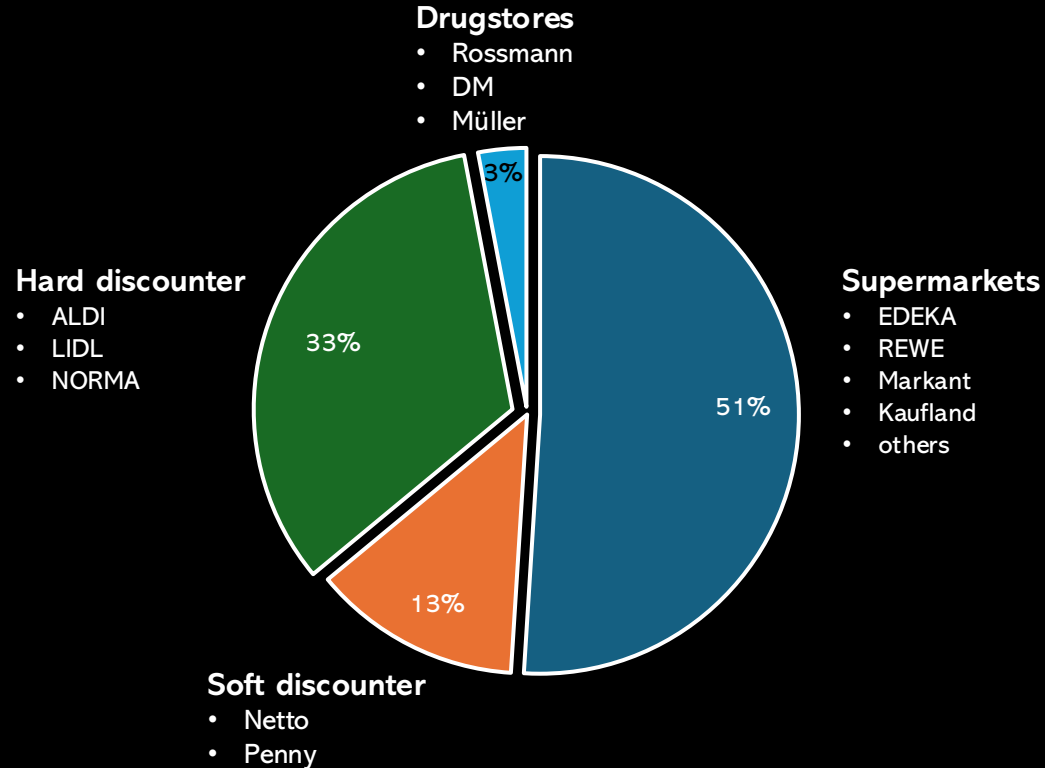


Gourmet Pitted Kalamata Olives

Gourmet Pitted Green Olives

The German Retail Landscape

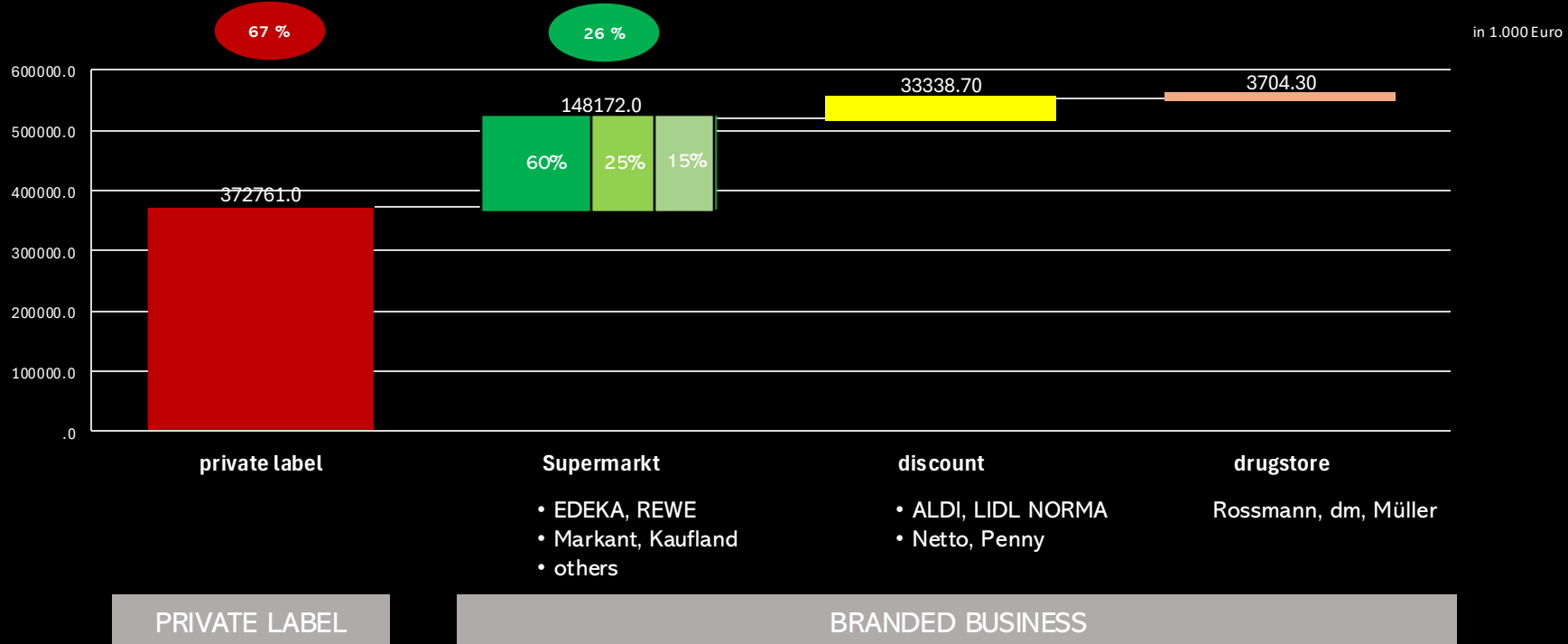
But what is our target segment as premium brand?



26% Today. More to Unlock.

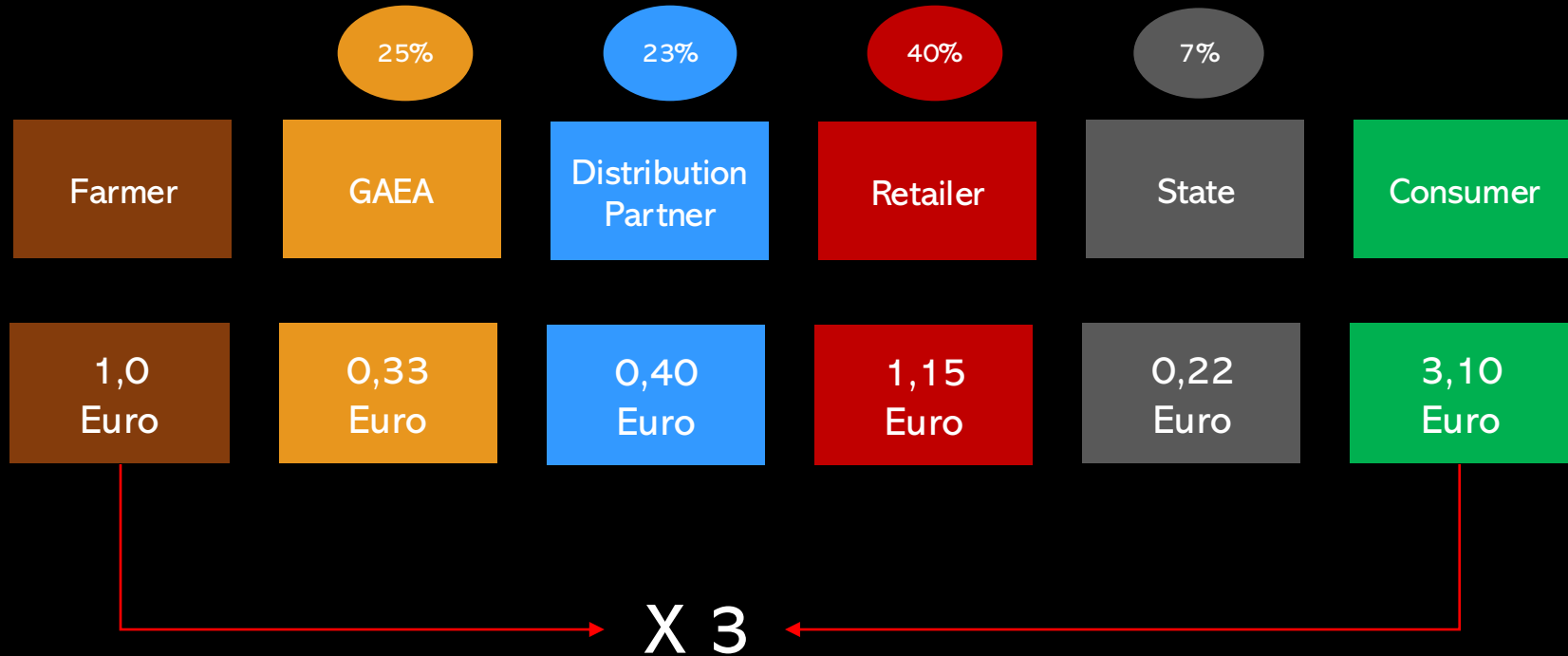
We focus on the 15% premium segment . There is significant potential beyond our current channel focus.

Olive oil market (MAT 6/26): 558 m Euro: relevant segment for GAEA: 22m Euro



Build the Value Chain. Build the Right Price

The economics behind every step are critical to achieving a competitive and sustainable RSP



Spain Dominates the Olive Oil Market

The Poor 2023/24 Harvest Pushed Prices Up

Prices

Olive oil, extra virgin, EUR/MT, 4 Oct 2021 – 1 Oct 2026



+ GR - EU Commission, EXW

ES - VPI, EXW Andalucia Add your data

in 1.000 kg	production	
	avg 18-22	23-24
Spain	1.412	716
Italy	314	265
Greece	263	270
Portugal	136	138
Rest EU	14	13
TOTAL EU	2.139	1.402
		-34%

How Did We Manage The Challenge?

THE PRESSURE

Rising cost
pressure

OUR RESPONSE

Price
increases



Discussed with
partner

→ Absorbed part of
the increase



RESULT

1. “premium” customers
→ less price sensitive
2. Loyal customers
→ Lost basically no volume

3. Equation

$$\text{price} \uparrow \times \text{volume} = \text{turnover} \uparrow$$

Which Challenge Do We Face Now?

MARKET REALITY

We reduced prices,
but retailer kept
prices
relatively high

CHALLENGE

**Same
volume**

× **Lower price** =

**Less
turnover**

**To protect turnover,
volume must rise.**

The challenge has shifted
from price acceptance
to demand generation

We Create More Occasions to Taste, Discover and Buy

TASTE

1 More tastings

In-store activation



ACTIVATE

2 New Social Media Campaign



SCALE

3 Reach

Meet shoppers where they already buy



More doors

Discounter
(ALDI/ NORMA, NETTO)

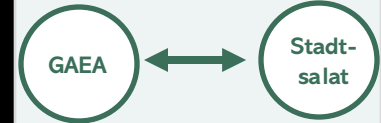
Online (Amazon)



PARTNER

4 Partner

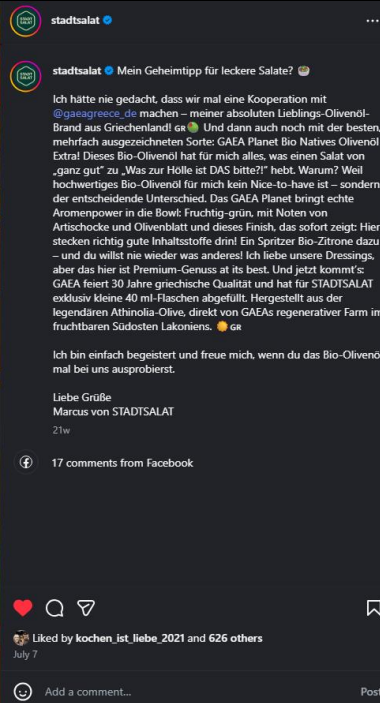
Cooperation with other partners



One objective: more trial, more reach, more volume.

OUR APPROACH

Stadtsalat increased the use of olive oil as a dressing by 256%



... take your sample outside!



**Excellence
is in our Nature.**

Thank You!