



# WINERY LAFKIOTI

**GOLD MEDALS    SILVER MEDALS**





LAFKIOTIS WINERY S.A.

*Fine Wines from Greece*

ANCIENT KLEONES, NEMEA, GR

# **AWARD WINNING GREEK WINES**

## **“The Birth Place of Wine”**



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Dear Wine Manager,

We deeply appreciate you and your team taking time out to review our Award Winning line of wines from Greece. The wines provide 30% margins for both you, the distributor, and your retail accounts. We provide the highest level of distributor support of any Greek wines including, sales incentives, point of sale materials and market assistance.

The Lafkiotis Red and White Wines are produced in the southern region of Greece called the Peloponnese, specifically the Nemea region. The Nemea region is world renowned for producing the finest, fruit forward, high quality and high value Greek wines.

Please see the following distributor prospectus which includes pricing, margins and marketing support for these Great Tasting, High Value Greek wines.

Thank You for Your Time!

# **USA Importer of Record**

## **Janavaras Enterprises LLC (JE)**



**Janavaras Enterprises LLC, a Minnesota based company, was founded in 2009 by Basil and Linda Janavaras (Basil was born and raised in Greece and visits Greece twice a year) for the purpose to import premium wines and spirits from Greece.**

**JE's goal is to provide its customers quality wines at the best price from wineries that are committed to quality, consistency and to ecology by producing environmentally friendly wines such as that of the LAFKIOTIS WINERY.**

**JE is committed to working with Prestige Imports LLC and its Distributors in an effort to promote Greek wines in general and the wines from the LAFKIOTIS WINERY in particular.**

**We would like to invite you to try our wines and look forward to working with you!**

**[Please Visit www.JanavarasEnterprises.com](http://www.JanavarasEnterprises.com)**

# **Greek History of Wines**



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Wine has been an important part of the Greek culture for over 4000 years as revealed in numerous archeological discoveries throughout Greece. The ancient Greeks knew well the nutritional value of wine as it became an inseparable part of their daily regimen. Wine also played an important role in the evolution of the local economy.

The influence of wine in ancient Greece helped with trade in neighboring countries and regions. Many mannerisms and cultural aspects were associated with wine, which led to great change in Ancient Greece as well.

The ancient Greeks pioneered new methods of viticulture and wine production that they shared with early winemaking communities in what are now France, Italy, Austria and Russia, as well as others, through trade and colonization.

# Lafkiotis Wines



**Background** - Lafkiotis Winery, family owned and operated, is located in the heart of the grape growing region of Nemea in Southern Greece and has been producing premium wines for over 60 years by using carefully selected varieties of grapes to share with the world because of their unique characteristics.

**The Strategy of the Lafkiotis Winery** is to produce handcrafted, high quality wines using indigenous grapes (product differentiation), competitive pricing (value for the dollar), and a consistent product. The majority of Lafkiotis wines are exported to Europe, Australia, and North America. As a result Lafkiotis has experienced a sustained growth in both sales and profits during the last few years.

**Well Balanced & Full Flavored** - Lafkiotis's belief is that the native varieties express the heart of Greek culture and the unique micro-climates and terroir where they are grown. Examples include Lafkiotis Nemea a full flavored versatile red wine and Lafkiotis Retsina which is notable for its soft finish and the notes of sage and rosemary.

## Our Grapes: Hard To Pronounce, Easy To Drink



**Agiorgitiko [Ah yor yee' ti ko]** One of the most noble of the Greek red grapes, Agiorgitiko (meaning St George) is grown mainly in the AOC region Nemea in the Peloponnese. It produces wines that stand out for their deep red color and remarkable aromatic complexity. Agiorgitiko's soft tannins, in combination with its balanced acidity lead to the production of many different styles of wine, ranging from fresh aromatic reds to extraordinary aged reds. It also produces pleasant aromatic rosé wines.

**Moschofilero [Mos ko fee' le ro]** A distinct aromatic grape from within the AOC region of Mantinia, in the Peloponnese, Moschofilero grapes have a gray colored skin and therefore produce a wine that is a blanc de gris. Its crisp character and beautiful floral aroma of roses and violets with hints of spices can be drunk as an aperitif or with food.



**Sabatiano [Sa va tya no']** Sabatiano is the predominant grape in the region of Attica where it displays excellent resistance to the dry summer weather there. It leads to the production of elegant, well balanced white wines with an aroma of citrus fruits and flowers.

**Roditis [Ro dee' tees]** As the name implies, Roditis is a rosé colored grape that is very popular in Peloponnese where it is cultivated for the production of AOC Patra wines. It produces the best results when cultivated with low yields on mountainous slopes. Roditis produces elegant, light white wines with citrus flavors and a pleasant aftertaste.





## The Lafkiotis Winery is Located In the Nemea Area of the Grape Growing Province of Korinthia Greece

GREEK usa  
REPORTER

### Greek Wine Exports to the U.S. Increase Significantly Jan 4, 2016

According to the data released by EDOAO the national inter-professional organization of “vine and wine”, Greek wine exports to the United States and Canada in the last five years have increased by 39% and 55%, respectively.

Additionally, according to a poll conducted by Accu Poll, 79% of consumers living in New York, Washington, San Francisco, Chicago, Boston, Houston, Dallas and Seattle, with a family income of more than 50,000 dollars had knowledge of Greek wine labels. These figures are expected to rise even higher in 2015.

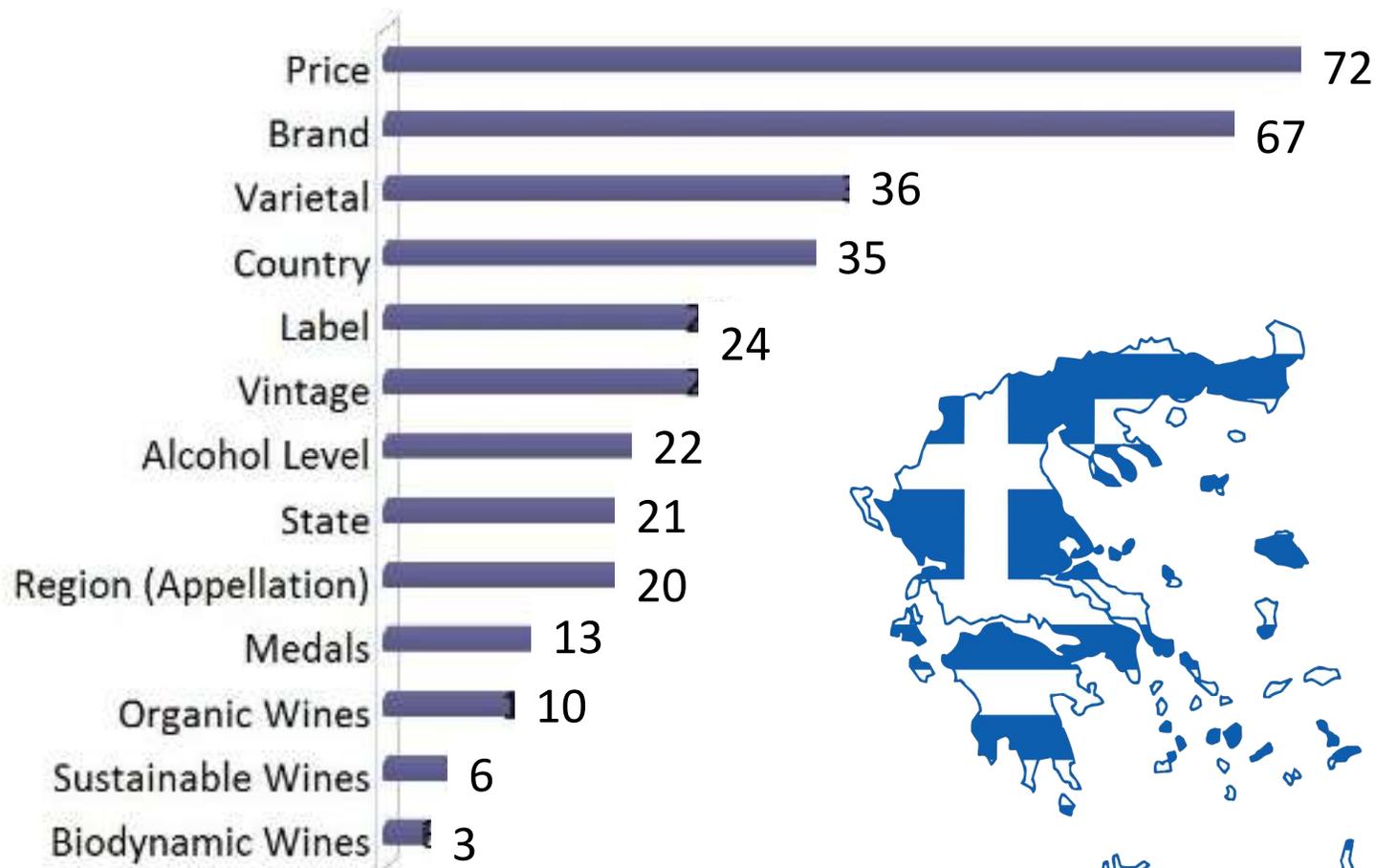
“We export 60% of our products abroad. “The demand is so great”, said enologist Erifyli Parparoussis. The wine industry appears to have had great success during the “barren” years of the financial crisis.

# Purchasing Habits



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*Graph 4: Wine Purchase Decision Making by percentage of Respondents*



# Recent Greek Wine



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Forbes / Travel

## Research

**FORBES** - Today's Greek winemakers, with a nod to antiquity, are working to bring Greek wine back into vogue. Updated winemaking technology blended with the nation's 300 indigenous grape varieties (some of them ancient) has done much to elevate the modern-day perception of Greek viticulture. The Greek climate is also a winning combination: ample sun, minimal rainfall and abundant poor soil set the stage for some serious grape growing.

### MARKET WATCH

SEPTEMBER 14TH, 2015

### Greek Wine Goes Upscale

Wines from Greece achieve sommelier stardom by embracing the country's heritage and indigenous varieties.

**GREEK** usa  
**REPORTER**

Jan 4, 2016 - According to the data released by EDOAO the national inter-professional organization of "vine and wine", [Greek wine](#) exports to the United States and Canada in the last five years have increased by 39% and 55%, respectively.

# **Distribution Programming**

- 1) Six Free Cases with First Two Orders of 3 Pallets  
Distributor To Match with Co-Op**
  - 2) Sales Incentive First 60 Days of \$3.00 Per Case  
Distributor To Match with Co-Op Total \$6.00 per Case**
  - 3) Product Launch & Key Account Visits w / Minimum Order  
Distributor To Provide Brand Manager**
  - 4) USA Importer Located In Minneapolis MN.  
Prestige Provides Account Manager**
- Chain Store Coordination and Special Pricing  
Presentations**





# **Marketing & Distribution Support**

**1) Individual State Specific Distributor Sales Sheets with Retail Quantity Pricing Breaks Approved By Distributor**

**2) Highly Effective Die Cut Custom Case Cards with Retail Bottle Cost and Special By the Case Discount**

**3) Self Adhesive Shelf Talkers with Pull Off Strip**

**4) Custom Chain Store Presentation for Authorization**

***30% Retail and 30% Distributor Margins***

# High Value \$12.99 Wines



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**KLEONI RED (Dry Red Wine) \$12.99 Shelf Price**

**Variety:** Agiorgitiko 100%

**Vineyard:** Old vines (over 20 years old) in clayish ground with northwestern exposure in the area of Nemea

**Microclimate:** 250-350m altitude, hot summers, chilly winters.

**Vinification:** Fermentation and red classical vinification at 25-28° C.

**Character:** Red light color with rich body. Cherry in the nose with an under layer of red fruits. It has a rich and fresh texture with a soft and lingering finish. It accompanies white and red meats of low fat. Serve at 14-16° C (57-62° F).

**12 x 750 ML Case / 70 Cases Pallet / 5 Tiers of 14 Cases**

**KLEONI WHITE (Dry White Wine) \$12.99 Shelf Price**

**Variety:** Roditis and Sabatiano

**Vineyard:** Vines (from 10 to 20 years old) in clayish ground with northwestern and southwestern exposure from the area of Patras and especially the mountainsides.

**Microclimate:** 250-500m altitude, hot summers, chilly winters.

**Vinification:** Fermentation and vinification at 12-15° C with bétonnage for 2 months under cold conditions

**Character:** Green yellow bright color with aromas of green apple, lemon, kiwi and melon. Full bodied with long fruity round finish. It is excellent with main courses of low acidity sea foods and salty chesses. Serve at 8-12° C (46-57° F).

**12 x 750 ML Case / 70 Cases Pallet / 5 Tiers of 14 Cases**



**\$12.99 Shelf Price**



**RETSINA LAFKIOTIS (Dry White Wine)**

**Variety:** Roditis 100%

**Vineyard:** 20 to 25 year old vines in loam-clay ground with northwestern exposure

**Microclimate:** 250-350m altitude, hot summers, chilly winters with snow during.

**Vinification:** Method of fermentation in temperature of 18 C for 15 days with the addition of pine resin according to the tradition methodology for the production of Greek Retsina.

**Maturation:** No Barrel

**Character:** Bright gold-yellow color with rich body, fruity aroma mixed with an elegant aroma of resin. The nose of fruit, together with the characteristic acidity and the long finish, constitute a wine unique for his style. It accompanies white meats and its acidity allows it to accompany oilier dishes and cheeses, fried fishes and sushi. Serve at 8 to 10° C (47-50° F).

**6 x 750 ML Case / 150 Cases Pallet / 5 Tiers of 30 Cases**



**KLEONI RED (Semi Sweet Red Wine) \$12.99 Shelf Price**

**Variety:** Agiorgitiko 100%

**Vineyard:** Old vines (over 20 years old) in clayish ground with northwestern exposure in the area of Nemea.

**Microclimate:** 250-350m altitude, hot summers, chilly winters.

**Vinification:** Fermentation and red classical vinification at 25-28° C. Fermentation stops by temperature shock. The natural juice of the grape is then added to sweeten the wine. Residual sugars 40 g/Liter.

**Character:** Red light color with rich body. Cherry in the nose with an under layer of sweet red fruits. It has a rich and fresh texture with a softly sweet/sour finish, and a lingering flavor. It accompanies sweet desserts. Serve at 12-14° C (54-57° F).

**12 x 750 ML Case / 70 Cases Pallet / 5 Tiers of 14 Cases**

**KLEONI WHITE (Semi Sweet White Wine) \$12.99 Shelf Price**

**Variety:** Roditis 100%

**Vineyard:** Vines (from 10 to 20 years old) in clayish ground with northwestern and southwestern exposure from the area of Patras and especially the mountainsides.

**Layout:** double-sided linear

**Microclimate:** 250- 600m altitude, hot summers, chilly winters.

**Vinification:** Fermentation and vinification at 12-15° C. Fermentation stops by cold shock. The natural juice of the grape is then added to sweeten the wine. Residual sugars 42 g/Liter

**Character:** Green yellow bright color with aromas of sweet apple, kiwi, and melon. Full bodied with long fruity round finish. Excellent with traditional citrusy deserts and fatty chesses. Serve at 10-12° C (50-54° F).

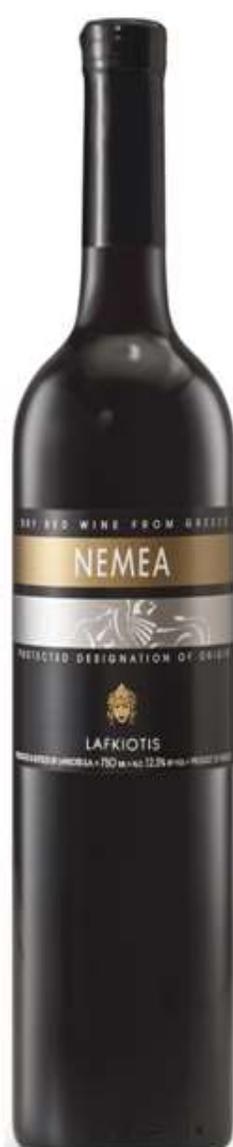
**12 x 750 ML Case / 70 Cases Pallet / 5 Tiers of 14 Cases**



# High Value \$16.99 Wines



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**\$16.99 Shelf Price**

**AGIORGITIKO LAFKIOTIS (Dry Red Wine)**

**Variety:** Agiorgitiko 100%

**Vineyard:** Vines (from 10 to 40 years old) in clayish ground with northwestern and southwestern exposure from the area of Nemea and especially the mountainsides.

**Microclimate:** 300- 500m altitude, hot summers, chilly winters.

**Vinification:** Fermentation and red classical vinification at 25-28° C with post fermentation extraction under cold conditions.

**Maturation:** One year maturation on French oak casks.

**Character:** Red purple color with rich round body. Cherry, rose berries and other red fruits in the nose with an under layer of white and black pepper. Buttery finish with taste of fruits and earthy aromas. It accompanies red meats and fatty cheeses. Serve at 16-18° C (61-65° F).

**6 x 750 ML Case / 140 Cases Pallet / 10 Tiers of 14 Cases**





**NEMEA LAFKIOTIS (Dry Red Wine) \$16.99 Shelf Price**

**Variety:** Agiorgitiko 100%

**Vineyard:** Selected vines (over 20 years old) in clayish ground with northwestern exposure at from the greatest area of Nemea

**Microclimate:** 300-450 m altitude, hot summers, chilly winters.

**Vinification:** Fermentation and red classical vinification at 25-28° C.

**Maturation:** One year maturation on French oak casks.

**Character:** Red light color with rich round body. Cherry in the nose with an under layer of white and black pepper. Long finish with a taste of fruits. It accompanies red meats and fatty cheeses. Serve at 16-18° C (61-65 ° F).

**6 x 750 ML Case / 150 Cases Pallet / 5 Tiers of 30 Cases**

**ROSE LAFKIOTIS (Dry Red Wine) \$16.99 Shelf Price**

**Variety:** Agiorgitiko 100%

**Vineyard:** Vines (from 10 to 40 years old) in clayish ground with northwestern and southwestern exposure from the area of Nemea and especially the mountainsides.

**Microclimate:** 300- 500m altitude, hot summers, chilly winters.

**Vinification:** Fermentation and Rose classical vinification. The crush grapes remain in the tank under cold conditions for 20-26 hours and then white vinification follows at 15-18° C.

**Maturation:** No Barrel

**Character:** A dry wine, pink color with rich round body. There are cherry and other red fruits. Long finish with fruity finish. This wine accompanies white meats, fish, and sea foods. Serve at 10-12° C (46-57 ° F).

**6 x 750 ML Case / 150 Cases Pallet / 5 Tiers of 30 Cases**





**MOSCHOFILERO LAFKIOTIS (Dry White Wine) \$16.99 Shelf Price**

**Variety:** Moschofilero 100%

**Vineyard:** 15-20 years old vines in loam clay ground with northwestern exposure from the area of Mantinea

**Microclimate:** 650m altitude, hot summers, cold winters with snow and dry spring season.

**Vinification:** Quick de-stemming of the grapes (very fast removal of skin and stems) and then fermentation at 10°C. After fermentation bétonnage for one month.

**Maturation:** No Barrel

**Character:** Green yellow bright color. Aromas of lemon flowers and citrus flavor on the lemon side, light in body with a long round finish. Excellent with main courses of low acidity, fish and poultry especially. Serve at 8 to 10° C (47-50° F).

**6 x 750 ML Case / 140 Cases Pallet / 10 Tiers of 14 Cases**

**NINEMOS (Dry White Wine) \$16.99 Shelf Price**

**Variety:** Chardonnay & Moschofilero

**Vineyard:** 10 to 25 year old vines in loam-clay ground with northwestern exposure

**Microclimate:** 450-500m altitude, hot summers, chilly winters with snow.

**Vinification:** Method of fermentation in very low temperature at 10° C for 45 days for both of the varieties. After fermentation bétonnage for one month.

**Maturation:** No Barrel

**Character:** Bright gold-yellow color with rich body, fruity aroma and long finish. The nose of tropical fruit, mainly mango but also melon, with butter toffee, together with the characteristic acidity and the long finish, constitute a wine unique for his style. It accompanies white meats and its acidity allows it to accompany oilier dishes and cheeses. Perfect for oysters and sea foods. . Serve at 8 to 10° C (47-50° F).

**6 x 750 ML Case / 140 Cases Pallet / 10 Tiers of 14 Cases**





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