

MENELAOS

Your business partner in Greece! »

Mr. Spiros Varvaresos, Haris Kannis and Menelaos Tzouris, owners of MENELAOS give us a profile of their company and talk about the present and the future of their company in a joint interview.



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FN: Please tell us a few words about MENELAOS.

S.V.: MENELAOS is being active for the past 30 years in trading fruits and vegetables and is today one of the most reliable companies of the sector in the Greek market. We have been traditionally operating as importers and we are established as the one of the strongest companies in Greece. 4 years ago, we entered the exports business and our export operation is currently our fastest growing operation segment. We work hard every day, to bring Greece closer to abroad destinations; regardless of how far or close they may be. We strive to become "Your business partner in Greece!"

FN: What are the main products that you specialize in?

H.K.: As mentioned already we envision becoming "Your business partner in Greece!" We work very close with producers and applying strict controls in order to ship high quality products to the world. Our main items are (in alphabetical order): apples, avocados, grapes, kiwis, oranges, peaches and nectarines, pomegranates and watermelons. In other words we offer a very large variety of products all year long, emphasizing in punctuality and flexibility through a large network of producers all over Greece. On top of a rich product variety offer, our goal is strict quality control and excellent conditions during reception, storage, and shipment.

FN: You mentioned that recently MENELAOS gives greater attention to exports. Could you give

us some more information regarding the destinations you ship your products?

M.T.: We are now shipping mostly apples and kiwis to fast growing markets with high potential. In particular, we currently ship to The middle east (e.g. Egypt, Dubai), the Far east (e.g. Malaysia, Philippines) and the EU (e.g. Holland, Italy, UK). In the near future, we target also to approach the Balkans and Eastern Europe.

FN: Do you believe that Greece and Greek companies in general could play an active role in the global fruit and vegetables market?

S.V.: Certainly. Greece has two significant advantages regarding worldwide competition in both production and distribution of fresh products. The first one is its agricultural production which ranks Greece among the 4-5 top producers in Europe and the second one relates to the geographical position of the country, since it is a crossing point between Europe, the Balkans, the Mediterranean, Africa and Asia. This allows fast and cost effective transfers with either ships or trucks.

FN: What are your next business plans?

M.T.: We seek new contacts with reliable companies throughout the world, in order to establish new deals for importing and exporting fresh products from and to Greece. This is why we decided to take part in international shows like Fruit Logistica, because we are of the opinion that only this way we can continue to offer our partners the variety of products and that quality that they require and on which we have built our company's name on.



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▶▶ MENELAOS ▶▶ Tel.: +30 210 4829333 ▶▶ Fax: +30 210 4814966
▶▶ Email: info@fruit.gr ▶▶ Website: www.fruit.gr