



ASKRA
The Valley of Muses

PREMIUM
EXTRA VIRGIN OLIVE OIL

www.askraoliveoil.com

THE GREEN GOLD OF THE GREEK LAND

A Single Level of Excellent Quality and Price



In the Hellenic territory since the Neolithic era, 7,000 years ago, a host of archaeological evidence revealed the existence of olive trees.

Tradition has it that the first olive tree, the gift of goddess Athena, that sprang on the sacred rock of Acropolis next to the Erechtheum, gave the 12 sacred olive trees of the Academy which symbolize the twelve gates of Athens. These later spread and created the holy grove of the city of Pallas, the Athens' olive grove.

In Greece, there are unique cultivars of olive trees, such as the Koroneiki and Megaritikiki, which do not grow in other oil-producing countries.

The **ASKRA Olive Oil** brand is synonymous with Greek excellence.

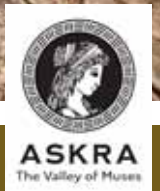


Company

Our Name

Askra or Askre (Ancient Greek: Ἀσκη, romanized: Áskrē) was a town in ancient Boeotia which is best known today as the home of the poet Hesiod. It was located upon Mount Helicon, five miles west of Thespiae. According to a lost poetic Atthis by one Hegesinous, a maiden by the name of Askra lay with Poseidon and bore a son Oeclus who, together with the Aloadae, founded the town named for his mother.

We started “building” a strong brand name, “ASKRA THE VALLEY OF MUSES”, as a direct reference to the place and the name of the area inspired by the face and the meaning of the muse. We created our logo - trademark for the exportable products of the company LYMPERIS ESTATE, based on the meaning and the face of the Muse for the main product of the company, the Extra Virgin Olive Oil.



Values

Knowledge, experience, values of innovation, dignity, focus on mans needs, but most of all our productive section is unique and ecofriendly.

Knowledge of olive oil and experience:

Our family is the fourth generation that works on olive oil. Apart from the olive mill, we have planted around 4000 new trees. We have deep knowledge of the olive oil, the olive tree and the machinery.

Innovation:

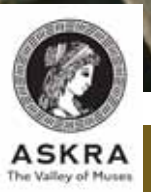
Our factory is made by PIERALISI, one of the leading olive mills in Greece that has the PIERALISI Protoreattore. This ensures high polyphenols, better organoleptic characteristics, preservation of the olfactory traits, better taste and upper quality. We produce a pure, high quality, hygienic olive oil.

Quality:

ASKRA tastes olive oil every year and choose the best to make ASKRA high quality Olive Oil. Our olive oil passes from all the chemical analyses in order to be characterized as suitable for bottling.

Ecofriendliness: Nothing goes wasted.

With respect to mother Earth, we decided to install an olive mill that needs 25% less electricity and 50% less water in order to work. Finally, all the waste and the sewage water is completely filtered and biologically treated in order to be transformed into fresh water that is used for watering our new olive trees. Also, recycling is mandatory in our facilities. Finally, the rest of the waste from the olive is transformed into pellet for heating and electricity in our plant.



Megaritiki Variety

Olive oil was considered even from ancient times as sacred and divine. The reason was because of its numerous quality characteristics that contribute to a healthier living and a healthier self.

Olive tree symbolizes the wisdom, power, purity and perseverance. A holy tree that remains intact even after decades, producing the same treasure: the extra virgin olive oil.

Our olive oil is monovarietal. Its variety is **Megaritiki**.

Megaritiki as a variety is not that well-known even though it is a **high quality product with special quality characteristics**.

- intense fruitiness and pungent aftertaste in a good balance.
- fine and delicate aroma with fruity hints of Soft Red Fruits, banana and fresh herbs.
- Bitterness in a delicate balance, without masking the taste of the other products. It is mild and it can be consumed by anybody without hesitation that it may be too bitter or too intense. It highlights the best of each plate



Products

Early Harvest

Higher Antioxidant Content: Early harvest olive oils are typically richer in antioxidants such as polyphenols, tocopherols (vitamin E), and phenolic compounds. These antioxidants offer numerous health benefits, including reducing inflammation and protecting against oxidative damage.

Enhanced Flavor Profile: Olives harvested early in the season tend to have a more robust and peppery flavor profile compared to olives harvested later. This results in early harvest olive oils often having a more complex and vibrant taste, with notes of green grass, herbs, and fresh fruit.

Increased Stability: The higher levels of antioxidants in early harvest olive oils contribute to increased stability and longer shelf life. These antioxidants help protect the oil from oxidation, preserving its quality and freshness over time.

Lower Acidity: Early harvest olives typically have lower acidity levels compared to olives harvested later in the season. Lower acidity levels

are often associated with higher quality olive oils and a smoother, more balanced flavor.

Health Benefits: Due to their higher antioxidant content and lower acidity, early harvest olive oils may offer enhanced health benefits, including cardiovascular protection, anti-inflammatory effects, and potential cancer-fighting properties.

Sustainability: Harvesting olives earlier in the season can help ensure the sustainability of olive groves by reducing the risk of overripe or damaged fruit. Early harvesting also promotes healthier trees and can contribute to more sustainable agricultural practices.

Overall, early harvest olive oils offer superior quality, flavor, and health benefits compared to oils produced from olives harvested later in the season. They are prized by chefs, food enthusiasts, and health-conscious consumers alike for their exceptional taste and nutritional value.

High Polyphenols

Glass bottle
250ml, 500ml e



Products

Ultra Premium Monovarietal Extra Virgin Olive Oil

Variety: Megaritikiki

Askra Olive Oil, extracted from
the first cold pressing of the olives.

Details

Country: Greece

Region: Askra - Land of Viotia, Greece

Cultivar: Megaritikiki

Ingredients: Greek Extra Virgin Olive Oil

Food Pairings

To create tasty Greek Salad, dressings,
sauces & marinades

Drizzle over salads, pasta, meat & vegetables

For dipping with bread

Seasoning and flavouring

Ideal for baked potatoes

Perfect for soups and stews

Storage

Store at room temperature, away from heat and direct sunlight.
Becomes cloudy below 7°C. This does not affect product quality.



Extra Virgin Olive Oil

Glass Bottle

100ml, 250ml, 500ml, 750ml



Tin Canister 250ml - 500ml - 1L - 3L - 5L



Products

Organic Extra Virgin Olive Oil

Organic or “bio” olive oil, produced from olives grown using organic farming practices, offers several advantages:

Reduced Chemical Exposure: Organic olive oil is produced without the use of synthetic pesticides, herbicides, or fertilizers. This means that consumers are less likely to be exposed to potentially harmful chemicals commonly used in conventional agriculture.

Environmental Sustainability: Organic farming practices promote soil health, biodiversity, and long-term sustainability. By avoiding synthetic chemicals, organic olive oil production helps protect ecosystems, reduce pollution, and preserve natural resources such as water and soil.

Health Benefits: Organic olive oil may contain higher levels of beneficial compounds such as

antioxidants, polyphenols, and vitamin E compared to conventionally produced oils. These compounds contribute to the oil’s antioxidant properties and potential health benefits.

Improved Soil Quality: Organic farming practices, such as crop rotation, composting, and the use of cover crops, help improve soil fertility and structure over time. Healthy soils support better plant growth and contribute to the overall health of the olive trees, resulting in higher-quality olives and oil.

Biodiversity Conservation: Organic farms often maintain higher levels of biodiversity compared to conventional farms. By avoiding synthetic chemicals and promoting habitat diversity, organic olive oil production helps support a variety of plant and animal species, including beneficial insects and pollinators.

Transparency and Traceability: Organic certification requires strict adherence to organic farming standards and regulations. As a result, consumers can have greater confidence in the quality and authenticity of organic olive oil, knowing that it has undergone rigorous testing and certification processes.

Overall, organic olive oil offers not only health benefits but also environmental and social advantages by promoting sustainable agricultural practices, reducing chemical exposure, and supporting biodiversity conservation.



New Products

Infused Olive Oil

Extra virgin olive oil infused with natural flavors.
Currently available in Garlic and Chili flavors.

Available in:

Glass Bottle
250ml, 500ml



Certificates



Extra Virgin Production Methods

First cold Press:

Extra Virgin Olive Oils have been produced at a temperature below 27°C using a traditional granite millstone and hydraulic press.

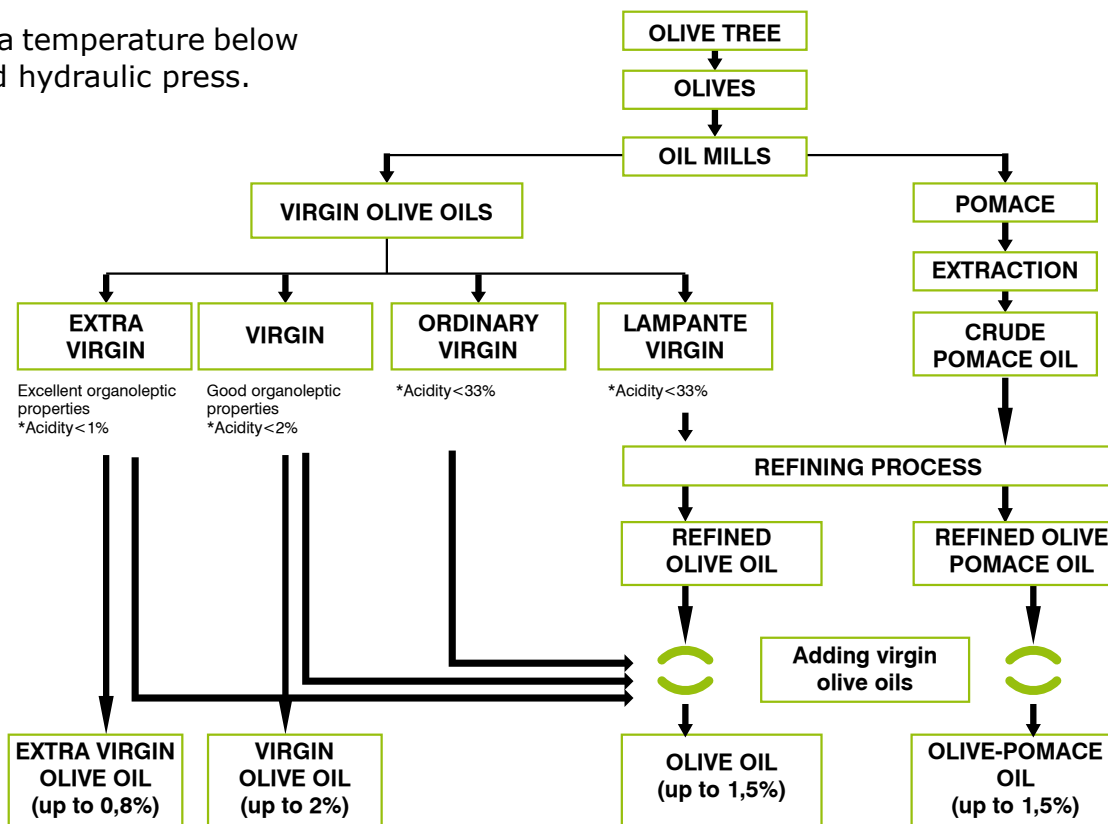
Cold Extraction:

Extra virgin olive oils obtained through more modern systems, such as percolation or centrifugation, at a temperature below 27°C.

The best extra virgin olive oils are obtained through a cold pressing or extraction process.

Other types of refined olive oils are produced, not from the oil which comes out of the milling process but from the olive paste that remains. This residue, or pomace, contains a small amount of oil which is removed with the use of solvents. The resulting oil is then refined and blended in the same way as ordinary olive oil to make olive pomace oil.

Visual illustration of the Olive Oil extraction as follow on the right side of the slide



Our production method

The best extra virgin olive oils are obtained through a cold pressing or extraction process.

We want to preserve the **highest quality** so when the olive fruit is collected, we head directly to the olive mill in order to preserve the best quality characteristics.

Our state of the art olive mill has been installed in 2021, by PIERALISI and it contributes to the best possible result in 2 ways:

1. **Less time of malaxing**
2. **Lower temperature**

The result of the oil processed can be verified by means of evident and measurable facts: increased presence of polyphenols, higher organoleptic quality and greater sensory stability over time. A technological revolution that allows the oil industry to take an important step in the evolution towards excellence and efficiency.

Protoreattore by PIERALISI, resembles to the best proven way, the traditional granite millstone and hydraulic press. Traditionally, this method was producing the best quality characteristics for the olive oil. The technology of this machinery is able to take the best part of the old ways and move a step forward. Therefore, we are sure that the our product has high polyphenols, low acidity and all the vitamins and nutrients the olive fruit can give us.



Vertical Integration

Our company is vertically integrated. It includes everything from the olive fruit to the packaged bottle of olive oil.

- 1300 square meters building that includes an olive mill, a lab for chemical analysis, a completely automatic bottling equipment, stainless steel tanks for storing the olive oil in order to preserve it.
- Possibility to adjust to the needs of the customer as we have a fully automatic bottling equipment. We serve private label or bottling in a different packaging etc.



olive
fruit

our production, cultivated in a
safe and responsible manner

olive
mill

- PIERALISI equipment
- highest quality possible

bottling
equipment

- fully automatic
- keep our product fresh in the
same space

Contact Us

ASKRA The Valley of Muses

Premium Extra Virgin Olive Oil

Address:

info@askraoliveoil.com

www.askraoliveoil.com

How can we help you?

The company is always open to find new markets and to strengthen its position on existing ones.

If you are interested in importing / representing or buying locally **ASKRA Olive Oil** products in your country and wish to receive more information, it would be our pleasure to examine your suggestion and we would respond to the opportunities for successful cooperation.





ASKRA

The Valley of Muses



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