



2007

ANNUAL REPORT



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MODERN STRATEGIES THE WAY TO SUCCESS

Integrated wine service management is more important than ever. More and more wineries are stepping in the market. The big companies are merging. The consume stagnates. Difference counts. If you want to be successful and unique with the brand „Greek wine“, you have to act hard on the local level. It takes comprehensive analyses and strategy to undertake the right measures.

2007 was an important year. A year full of further developments. Many of the aimed strategic objectives have been realized. Some are still in progress. The second financial year of Wines from Greece brought some essential experiences. The big investments during the first year came into effect .

„Forget everything you knew about Greek wine“ was the starting sentence nearly at every WFG event. And truly, someone who tastes Greek wine today and before years experiences the unbelievable difference. Sustainability, reliability towards the clients from the beginning were the key words. Following the motto „success can be planned“, Wines From Greece systematically occupied



Alexander Andreadis
CEO Europe

individual business segments on the market. Even though it is only the very beginning, we are proud being advocates of the Renaissance of Greek wine. In the following annual report you can get an overview of the various Wines from Greece activities of the year 2007. The trust placed in Wines from Greece by the top wineproducers of Greece, the wine traders, philhellens, wine lovers and friends as well as you, honored readers, is responsible for the excellent résumé and the promising balance we can draw. The way to success is still a long one. Wines from Greece is ready and well prepared for this continuing work.

Yours sincerely
Stin e geia sas



PLACE IT! PLACE IT"

Each individual market requires a different approach. The knowledge of your own strenghts and the problems of a market finally determines on success or failure. What players do we know within the market? What are the needs of selling? Who are the target customers to be adressed? Which methods are efficient? Quo vadis, Greek Wine?

TASKS AND TARGETS

Wines from Greece co-ordinates and supports the strategic efforts the Greek wine economy is making to safeguard quality and promote sales. We therefore place our main focus on dominating the market segment for high quality wine.

STRATEGY

Our Strategy aims at a well-balanced marketing mix, adapted tot he needs off he respective markets, This in turn requires image promotion in order to increase sales, and active public relations work supported by media advertising (with a special focus on controlled origin and winegrowing regions in coo-operation with the regional wine committees). Focus on sales and placings fulfills the second main part off he WFG activities.

FINANCING

In 2007, Wines from Greece budgeted proceeds of EUR 235.000. For 2008 we are expecting a four times higher business volume than 2007.

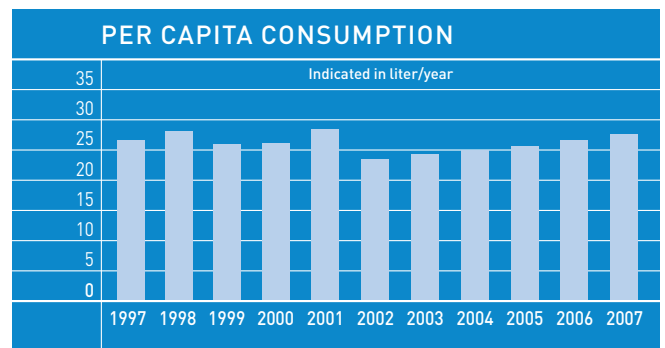
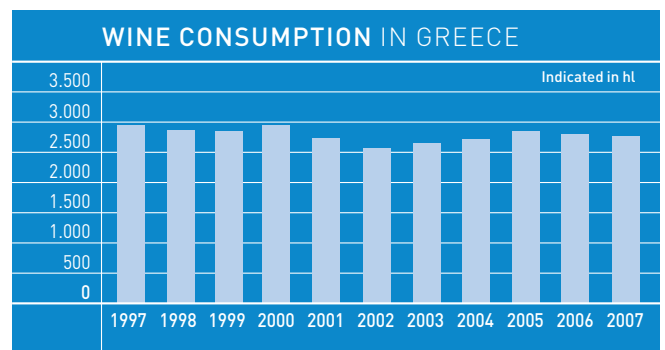




TABLE BE SET

Greek wine is still not known as quality product.
If the prophet doesn't come to the mountain, lead the mountain to the prophet" must therefor be the message.
Wines from Greece found hand selected partners for a perfect placement of Greek wine.



VINOBLE KERN



LOKAL MUELLER



RESTAURANT ELLA'S

In 2007, personal visits at vinotheques and contacts continued. Here you can find the top-locations and top partners in 2007.

RETAIL

With VINOBLE Kern KEG in Eisenstadt we found an ideal Partner in the north-eastern part of Austria. Vinoble caters to superior Austrian restaurants and has been including Greek wines in his product line fort he past two years.

VINOBLE KERN KEG, Kasernenstraße 32
A-7000 Eisenstadt, www.vinoble.at

RESTAURANTS

LOKAL MUELLER This oasis of good mood, culinaric pleasures and exquisite wines is still an insider

tip in Graz. Small but fineÐ! Here is authenticity at home. René Müller and his team manage it consistently to bring their guests unforgettable evenings!

LOKAL MUELLER, Villefortgasse 3, A-8010 Graz
www.lokalmueller.at

ELLA'S. The – by far – best Greek restaurant in Austria by far boasts one oft he most excellent Greek wine lists. The seemingly endless „run“ on this restaurant and the tireless efforts of Mr. And Mrs. Dermitzakis are bearing fruit. 2007 their cuisine was crowned with 1 bonnet.

RESTAURANT ELLA'S

Judenplatz 9-10 * A-1010 Wien, www.ellas.at



ORGANISATIONS

With more than 870 seminars and 18,000 participants WEINAKADEMIE ÖSTERREICH (Austrian Wine Academy) is the largest educational institution for wine in Europe. Its wide target group includes vintners, gastronomes, caterers, sommeliers, wine traders and wine lovers. The wine academy also organises trainings in gastronomy education institutions and tourism colleges as well as coordinates vocational training of junior sommeliers and organises Master of Wine training courses in Rust.

WEINAKADEMIE ÖSTERREICH

(Austrian Wine Academy)
Seehof, Rust, www.weinakademie.at

Since WFG closely co-operates with the umbrella organisation of the AUSTRIAN ASSOCIATION OF SOMMELIERS, it promotes contact with the restaurant business and acts as general coordination and contact point for additional training in Greek wines in the course of junior sommelier programmes at vocational colleges and institutes of economic promotion. To intensify this co-operation and increase the flow of information on Greek wines to sommeliers, a three-day-seminar is organised once a year.

Dachverband Österr. Sommeliervereine
(Umbrella organisation of Austrian Associations of Sommeliers)

Skiliftstrasse 315, A-5753 Saalbach
www.sommelier.at



GRUBER TOURISTIK

19TH JUNE 2007 WITH THOMAS STIPSITS, AIRPORT GRAZ A special-event for the top clients of Gruber Touristik GmbH at the airport Graz Thalerhof! The excellent program of Thomas Stipsits - "Greece - the legend of the holy drinker", with an exclusive accompaniment of Greek wines from WINES FROM GREECE was being presented. An unforgettable evening for Greek-wine-enthusiasts and clients of Gruber Touristik GmbH and an A-class event for an outstanding partner of WFG.



AUSTRIAN WINE CHALLENGE

WINES FROM GREECE – A WINNER OF THE AWC Vienna 2007!
 WINES FROM GREECE for the FIRST TIME EVER under the TOP 4!



is ausriechischer
 Sicht deweltweit
 zweitgrößten
 internationalen
 Weinverkostung
 Austrian Wine
 Challenge
 – AWC. Zwei



THE AWC VIENNA - international wine challenge is the second largest international wine valuation and took place for the fourth time in 2008.

In 2007, 300 independent international oenologists and wine experts tasted and valued in a blind degustation 6109 wines out of 32 nations of all five continents.

The presentation of the results and the trophies of awc vienna 2008 took place in the course of the „Wine Gala Night 2008“ at the celebration hall of the City Hall of Vienna on Oct, 30 2007.

Greece was for the first time present under the Top 100 in the City Hall of Vienna and has been invited to present their winners´ wines at the „Wine Gala Night 2008“.

2 Gold medals and 25 Silver medals were the extraordinary result for Greek wines! 2/3 of all 41 presented wines from 10 Greek wineries have been awarded! The winery Wine Art Estate was therefore the cleaning up winery. Their „Idisma Drios Merlot 2005“ won a gold medal and was placed under the Top 4 of it´s category.

THE AWC 2006 LIST OF WINNERS

from a Greek viewpoint:

Category: MERLOT & SYRAH			
Gold:	Merlot 2005	Wine Art	91,8 Points
Gold:	Syrah 2004	Karipidis	90,7 Points
Category: VARIETY OF RED WINES			
Silver:	Sangiovese 2004	Karipidis	89,4 Points
Silver:	Pyrorago 2004	Mediterra	88,8 Points
Silver:	Idisma Drios Syrah 2005	Wine art	88,7 Points
Silver:	Me-Sy-Xi 2005	Papayanni	88,6 Points
Silver:	Chryssambelo 2004	Lantides	87,7 Points
Silver:	Techni Alipias 2004	Wine Art	87,6 Points
Category: INTERNATIONAL CUVÉE WHITE			
Silver:	Assyrtiko 2005	Wine Art	89,3 Points
Silver:	Chardonnay 2005	Wine Art	87,9 Points
Category: CHAMPAGNE, SPARKLING & SEMI-SPARKLING WINE			
Silver:	CAIR Brut 10y 1996	Evharis	87,0 Points

you can get more information at www.awc-vienna.at

SERVICE

2001 Metochi Chromitsa
von EVANGELOS TSANTALI S.A.
 Agios Pavlos 63060 Chalkidiki Greece
 Region: Makedonien
 Aperturzeit: Herbst
 Qualitätsstufe: Topikos Oinos (TO)
 Rebsort: rot
 Substrat: 70% Cabernet Sauvignon, 30% Limnio

WinePass
 Ein dunkelroter Wein mit würdigen Duftnoten nach Waldbeeren und einem feinen Vanillaton. Ein toller Wein mit guter Struktur, verführerischen Tanninen. Ein sehr harmonischer, balancierter Wein mit Klasse und langem Lagerpotential. DER Wein des heiligen Berg Athos!

WineStar! Diamond Bordeaux
 Ein hervorragender Wein zu Wildgerichten mit sahnigen oder cremigen Saucen. Schmeckt aber auch ausgezeichnet zu Steaks, Lamm oder aromatischen Käsesorten.

DIONYSOS AWARD: 35 Sterne
ALPHA GUIDE: 90/100 Punkte

AWC VIENNA 2006 - AUSTRIAN WINE CHALLENGE
 THE NEW WINE WORLD GREECE ON TOUR
 WEINPARADEIS WITH THOMAS STIPSTIS
 WINEROLETTE - WORLD PREMIERE
 TASTING: "RENDEZVOUS WITH WINE"
 DIVA - CHRISTMAS WINE SELECTION

AWC VIENNA 2006 - AUSTRIAN WINE CHALLENGE
 A tremendous success for wineries from Greece at their first appearance at the second biggest wine-tasting of the world - the AWC-Vienna! 6 from 9 presented wines from Greek wineries got a silver medal. With 518 presented wines from 29 countries and all 5 continents - the AWC Vienna advanced to one of the most important wine-tastings worldwide. Greece was also awarded another 3 bronze medals. 4 Silver medals go to Tsantali winery, 2 silver medals to Boutari winery, one silver and one bronze to Evharis, as well as one bronze medal to Kir Yianni and Semelli winery. On 31st of October the Vienna city hall was the high sophisticated location where the awards were handed over under the patronage of the mayor of Vienna, Dr. Michael Häupl and the minister of agriculture, Dr. Josef Proll.

The winners list of AWC 2006 for Greek purposes therefore is:

category: sort variety red silver	Skalari 2003	Boutari 86,5 points
bronze	Mountain Sun Red 2004	Semelli 84,3 points
category: reserve red		

WWW Access Statistics for 2007
 Hits/Files/PageViews/Sessions/KBsent by month

Month	Hits	Files	Cached	Pageviews	Sessions	KB sent
December 2007	41353	21843	6458	3351	508	576820
November 2007	23714	13070	7922	2242	715	299609
October 2007	29012	18183	6999	2442	484	392727
September 2007	21333	13535	4005	1673	423	273440
August 2007	21489	14191	3752	1384	626	274842
July 2007	44127	30496	9200	3916	5026	678621
June 2007	21208	13078	5077	3213	480	358990
May 2007	17599	8130	7967	966	457	205216
April 2007	12512	6400	4631	1006	322	152808
March 2007	12282	7589	2554	1152	374	209270
February 2007	11681	6030	4051	845	311	129805
January 2007	21320	7881	11649	1289	381	231596
Total	277630	160426	74265	23459	10317	3783739
Average	23135	13368	6188	1954	859	315312

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SERVICE

In 2007, WFG has constantly enhanced its largest data base on Greek wine, which can be accessed from all over the world. For consumers, speciality dealers, training facilities, sommeliers and many others. This is unique in the wine-producing countries.

WINE PASS

Online, worldwide accessible via „login“. More than 500 Greek wines, always up to date. This wine pass contains the entire information you can get on wine, ranging from alcohol content, residual sugar, to label and recommendations of dishes to go with this wine. A convenient and state-of-the-art tool that provides any user worldwide with important information within seconds.

NEWSLETTER

The monthly Wines from Greece newsletter provides all partners and interested parties with up to date news and previews on events – delivered free domicile. Approximately 3,000 recipients already registered in 2007. It goes without saying that such a newsletter is an indispensable tool for customer retention.

STATISTIK

Wines from Greece acquires and investigates up-to-date data on the development of the wine markets, which can serve as a basis for your activities. Any interested parties and the press can also retrieve this information, which is provided in concise tables. In 2007, more than 1.000 accesses to statistical data on www.winesfromgreece.com were registered.



UNIVERSITY - AFTER WORK

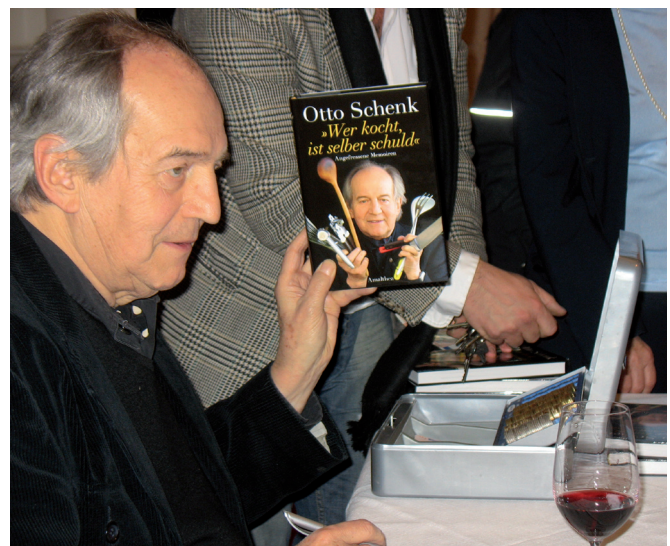
The beginning of the get2gether-platform of the AUP committee of the KF-University Graz and Wines from Greece was dated on the 28th June 2007. An eventful, entertaining and maudlin afternoon/evening was prepared for the guests of the committee, the deaneries, institutes as well as sponsors of the KF - university Graz.



Regina Lammer (University Graz), Otto Schenk (actor) and Alexander Andreadis (Wines from Greece).



THE HIGHLIGHT was with no doubt the appearance of one of the most popular contemporary actor, regisseur and director, comedian Otto Schenk read out of his collected works and withdraw a bow from Hellas to the "Greek wine". A funny evening with laugh-tears in your eyes is guaranteed!



Otto Schenk signing his book „You cooks blames himself“

is ausriechischer Sicht
deweltweit zweitgrößten



ROSÉ WINE FESTIVAL

WINE : CUISINE : ART & CULTURE

The International Rosé Wine Festival in the Styrian Schilcher area put international and regional rosé wines in the limelight. The backdrop for the festival was be offered by the unspoilt, pleasant, rolling hills of Western Styria, where the “Blaue Wildbacher” grape grows from which Schilcher wine is made.

BETWEEN JUNE 15 AND 30, 2007, various events have been organised along the Schilcher Wine Route focussing on wine, cuisine, art & culture.

In the same way that life needs art in order to reach a state of perfection, wine needs culinary accomplishments. Winegrowers, chefs, musicians and artists therefore offered a multi-faceted programme for international participants, guests visiting the region and local people.

WINES FROM GREECE got the possibility for the participation on the International Rosé Wine Festival in Styria. The “Schilcherland-Region” is worldwide known for the best rosés and this festival offers the outstanding chance to stand out with Greek rosé wines and to compete with the best Rosés of the world.

Special guests like the Norwegian Master of Wine – “Arne Ronold”, and the journalist and writer Rudolf Knoll attended the festival as lecturer. Rosé wines from Greece have been available for tasting and buying during the whole duration of the Festival in the “Weinhaus Stainz”, Grazerstrasse 21, 8510 Stainz, [HYPERLINK „http://www.weinhaus-stainz.at”](http://www.weinhaus-stainz.at) www.weinhaus-stainz.at.

It's worth a visit!



Rosé Fans next to each other: Rudolf Knoll (Winejournalist), Cees van Casteren (Wineauthor), Arne Ronold (Master of Wine - Norway), Alexander Andreadis (Wines from Greece)





G.

The cradle of wine is awakening. The red banderole stands for appellation of origin of superior quality „OPAP“ (Onomasia Proelefseos Anoteras Piotitas). A jury of wine specialits, journalists and wine academic people guarantees outstanding quality and rénomé. International prizes and awards are beyond each doubt. Greece has arrived at the top of wineworld. This edition should put a mile stone and give proof of this spited message.

G.

THAT'S GREECE

limited edition

Greece on the peak of it's wine culture. Love for wine and the ambition for perfection lead this wine edition to a dionysian enjoyment of taste. Finesse, harmony und elegance boost G. to a „statement“ of Greek wine cult. That's Greece: Unique, full of character, inspering.

www.g-edition.com



DIONYSOS AWARD

AMBASSADOR OF GREEK WINE

WORLD PREMIERE

DR. MICHAEL HÄUPL IS 1ST AMBASSADOR OF GREEK WINE

Amongst others laudator Karl Merkatz, Greece-fan and actor Alfons Haider, Gault Millau – gourmet guide publisher Karl Hohenlohe and many many more experienced the new statement of modern wine Greece.

„**DR. HÄUPL** is the only mayor of a capital in the world, that possesses an own winery and he is very well skilled about Greeces´wine culture and history in winemaking“, Ambassador Panayotis Zografos mentioned with happiness after the awarding of the worldwide 1st Dionysos Award of the foreign ministry of Greece.

„Forget everything you knew about Greek wine“, Alexander Andreadis, CEO of Wineacademy Greece – the founder and initiator of the Dionysos Award – mentioned and emphasised, that wine producers of modern Greece



today are making wine with finesse, harmony and elegance. Greece advanced to a bright spot within the world´s wine scene and moved to a real alternative for wine lovers. „Greece – the cradle of wine! The quality revolution within the past 15 years is amazing!“, praised Christos Dokomes, 1. counsellor for economy and trade, the wine producers of the new wine Hellas.

This initiative of the foreign ministry together with the Greek embassies is outstanding and unique. A paradigm for an operatic concert approach. Our opinion: Recommendable!

Ambassador Panagiotis Zografos and Alexander Andreadis (Wines from Greece).



Ambassador Panagiotis Zografos and Mayor Dr. Michael Häupl.

Christos Dokomes (1st Counsellor of Economy) APanagiotis Zografos and Dr. Michael Häupl.





AMBASSADOR'S SELECTION

Embassies are the right place for representation and all embassies have ambassadors. Right? But they don't have the right wine and the right bottle for the right presentation of Greek wine. They are mostly not yet real ambassadors of Greek wine. For that reason WINES FROM GREECE created a desperately needed exclusive wine-bottle for the Greek Embassies worldwide.

A CLEAR DESIGN with the relief of the Greek state. A biennial tendering and therefore selection of wines guarantees a high level of presented wines for the embassies and gives the wineries the chance to participate.

More than 360 Greek representative offices (embassies, consulates) in more than 150 countries should be a big motivation for the Greek wine industry to conquer all markets of the world for Greek wine.

The Greek foreign ministry has developed a high understanding of this creation of value for common Greece.

The bottles are exclusively available at WINES FROM GREECE.



WINE PRESSING

In 2007, articles and ads in a wide range of magazines read by various target groups helped to spread the happy news about Greek Wine.

BEING THE „WINE MARKETING SERVICE AGENCY“ FOR GREEK WINE, Wines from Greece takes care of all classical wine marketing and public relations tasks. In the past year WFG organised three press conferences, made 10 press releases and processed over 100 inquiries from different countries. Furthermore, we were able to organise five journalist tours and dealer visits to Greek wine roads and trade fairs.

FEBRUARY
Wine magazine VINARIA, circulation: 20.000, 2 pages, title: „Cyprus is awakening“ by Viktor Siegl, HYPERLINK „<http://www.vinaria.at>“ www.vinaria.at

APRIL
REISEMAGAZIN, circulation: 36.000, 12 pages, title „The blood of earth“ by Martin Swoboda, HYPERLINK „<http://www.reisemagazin.at>“ www.reisemagazin.at



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TASTING EVENTS

ALEXIS SORBAS MEETS DON CAMILLO – OCT 5TH, 2007

In the well known restaurant „Don Camillo“, Franziskanerplatz 11, A-8010 Graz, Wines from Greece organised another „art of dining“ event. Italian Food in accompanied by Greek wine – a wonderful mediterranean event oft he town! A gourmet festival under patronance oft wo famous figures of film and literature. Two gourmet countries matching for connoisseur’s pleasure. Unique in taste and presentation. Greece meets Italy. Alexis Sorbas meets Don Camillo. A meeting of giants. Life is Sirtaki. Life is Amore. What do you think, Peppone?

Alexis Sorbas meets Don Camillo

Italienisches 6-Gang-Menü inkl. Weine aus Griechenland

Antipasto
Feta greca al cartoccio con pedonette di melanzano alla menta
Feta-Käsebraten mit Melanzanbraten verfeinert mit frischer Minze
Wein: Santorini 2005, Nektaria Winery, Thessalon

Zuppa
Zuppa ai ceci con peperoni al timo
Kichererbsensuppe mit Schwarzolivenpaste, dazu Krustentorten und Basilikum
Wein: Nektaria 2005, Domaine Eftaxia, Athina

Primo
Tagliatelle con patte di olive nere e pomodorini al basilico
italienische Bandnudeln mit Schwarzolivenpaste, dazu Krustentorten und Basilikum
Wein: Nektaria 2005, Domaine Eftaxia, Thessalon

Secondo
Agnello in casseroles con fighi porchi alla cacciatora
Lammroulade mit Baisingenen nach Jäger Art
Wein: Metochi 2005, Wine Art Estates, Makedonien

Dolce
Panna cotta alla zafferano con salsa di porto
Panna cotta mit Saffran verfeinert,
dazu eine Portweinsauce
Wein: Metochi Chremis 2005,
Tasari Winery, Berg Athina

Formaggi
Wein: Nektaria Agoropoli, 2005,
Laridias Estates, Nektaria, Peloponnes

Alexis Sorbas meets Don Camillo
19. Oktober, 18.00 Uhr
Restaurant Don Camillo, Franziskanerplatz 11, 8010 Graz

Italienisches 6-Gang-Menü inkl. Weine aus Griechenland
An diesem besonderen Abend laden wir zwei starke Typen aufeinander treffen. So eine Begegnung liefert Zündstoff – um das Wort anzuhören! Lassen Sie sich von zwei legendären Figuren auf einem Rundgang durch mediterrane Gerichte begleiten. Dann verweilen Sie mit Don Camillo und Alexis Sorbas im Wein. Später: der Lebensurlauber Alexis Sorbas, den Wein.

Alexis Sorbas meets Don Camillo: Bitte machen Sie sich gut um dieses erst- und einmaligen Ereignis anzubis zu schenken! Bitte reservieren Sie Ihren Tisch bei Frau Gössler, unter der Telefonnummer 0684 200 90 44

Preis pro Person: € 48,-

www.doncamillo.at



RUSSIAN VISIT TO WINESFROMGREECE AUSTRIA 2ND – 6TH JUNE 2007

WINESFROMGREECE welcomed their Russian representative Vladislav Volkov from the 2nd till 6th June 2007 in Austria. The vice-president of the independent wine club (IWC) was in Austria due to the invitation of

the Austrian Wine Marketing Association and he was also present at the international WINE SUMMIT of AWM. There is a widespread tour to the south.

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“YOUNG ECONOMY & WOMEN IN THE ECONOMY” ASSOCIATION BIG EVENT OF THE WKO ON THE 28TH JUNE 2007-05-30

The “Young Economy & Women in the Economy” – Association arranged on the 28th of June in the “Minoritensäle”, Mariahilferplatz 3, 8020 Graz a big event with the topic: “How you can manage yourself to gain luck & success”. WINES FROM GREECE was responsible for the wine-catering and contributed with their exclusive wines from Greece the feeling of luck.

ADVERTISING
MATERIAL

WINECARD

You need to attract attention to be effective. If you want to be recognised, you need to have a face. So marketing needs appearance, branding and a corporate identity. With its superior products WFG has achieved this in numerous ways. Classical, state-of-the-art, dynamic and understandable.

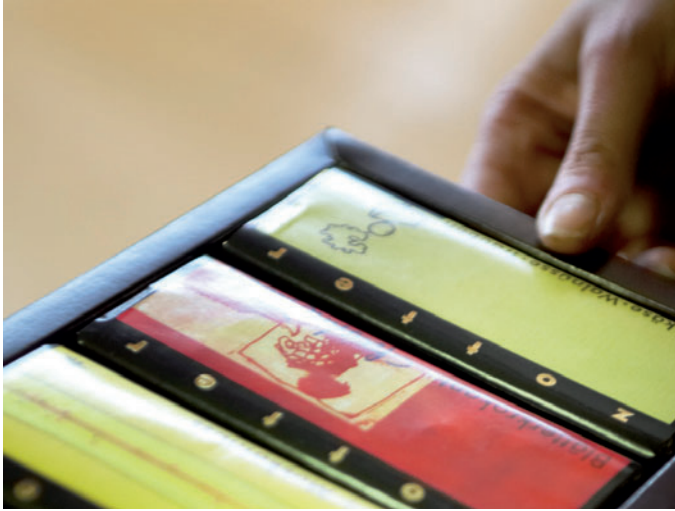
IN A SEA OF WONDERFUL WINES, only divine selection helps. Dionysos, the god of wine and ancient truffle nose was the eponym of this top-wine selection of Greece - the DIONYSOS SELECTION. Because this selection follows no trends, but rather is front guide in quality and treat. The best sommeliers and connoisseurs of Greece tested all presented wines and sign responsible for the selection. With the presentation of the belonging WINECARD, WINES FROM GREECE succeeds another coup! A credit of 10% on the DIONYSOS SELECTION, a permanent discount of 5% on the complete assortment of WFG, events, activities plus sales savings - this premium WINECARD gives the customer all-in-one! The best way to Greek Wine! A perfect tool for retailers, too.

The successful WINES FROM GREECE 6-packs has become a top-seller. The entire range of advertising material distributed by Wines from greece comprises table tents, shopping guides (also in several languages), glasses, wine accessories etc.

CONTACT AND REFERENCE ADDRESS for all advertising material: Wines from Greece/ Advertising material Im Hoffeld 62 * A-8046 Graz or www.winesfromgreece.com

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A CONNOISSEURS BEST FRIEND

The success story continuous. Chocolate and wine glasses complete the international portfolio of WINES FROM GREECE. Not only for the Greek market partnerships with local dealers and distributors have been made. A very good method to mix fine products with fine wine in sales.

CHOCOLATES BY ZOTTER

To sweeten your life. Chocolates by zotter stand for variety. They unfold a long-lasting effect on your senses by way of taste. The hand-scooped chocolates stand for more than creative, exquisite and regionally coloured products: they are fair-traded and organically cultivated. Now you can get them together with Greek Wine!

Zotter Schokoladenmanufaktur GmbH
Bergl 56A, A-8333 Riegersburg, www.zotter.at

WINESTAR WINE GLASSES

Products by WineStar stand for perfect workmanship and superior quality. Each WineStar glass is marked with a star to ensure distinction on the international market. The „Classic“ and „Diamond“ series are quite unique. The entire wine route in Northern Greece uses only WineStar glasses!

Winestar GmbH
Lainzerstrasse 25, A-1040 Wien
www.winestar.at



Dionysian delights. A ganache of Greek wine and marinated grapes, melted into red wine caramel which is covered with fine bitter chocolate.



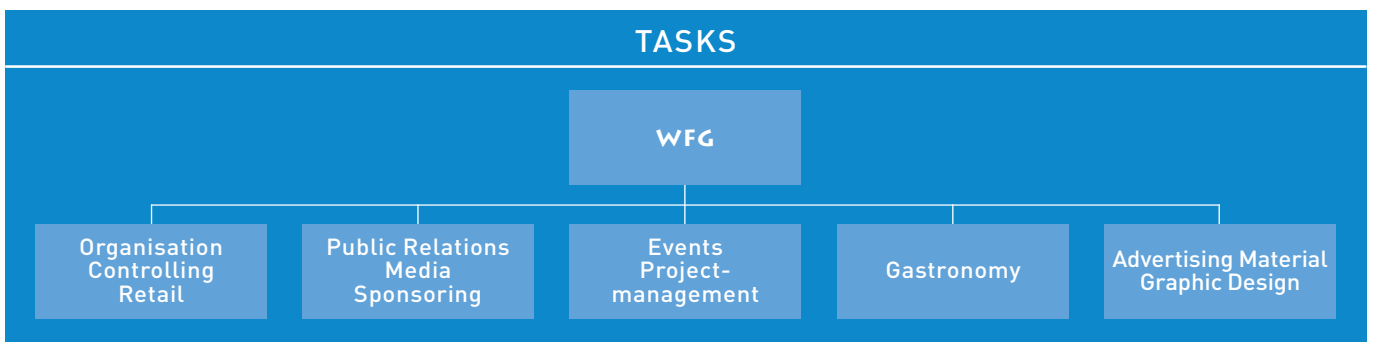
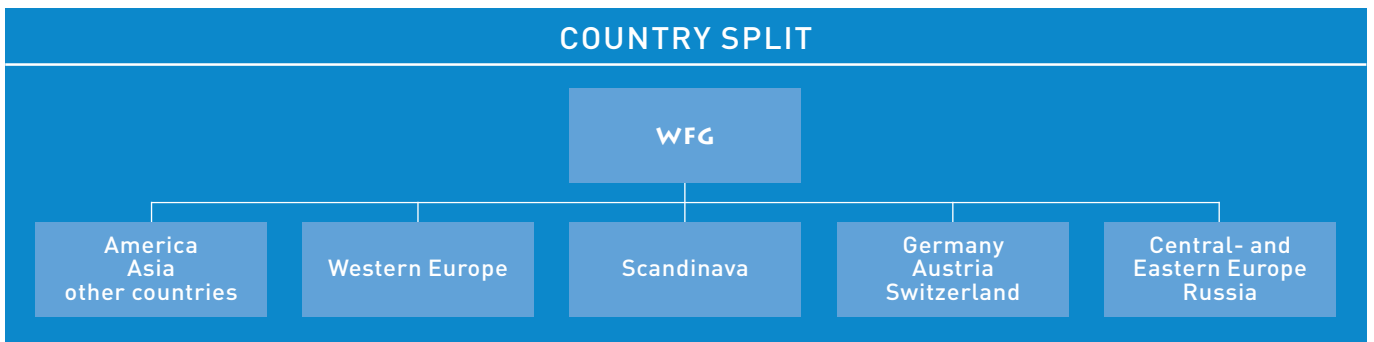


FROM NOTHING NOTHING COMES

The 2007 balance sheet clearly shows: Again a lot of money has been invested. Only part of the expenditure could be balanced by the contributions received from the wine-growing estates.

IN ORDER TO HAVE a powerful team and to ensure continued activities in the years to come, it is necessary to coordinate the actions of the wine-growing estates and the Greek government and Greek wine organisations. More than ever Greece needs to take up this challenge in order to stand its ground on the international market. Efficiency and detailed planning will play a significant role. Basically, the same rules apply to all markets. Greece and its wine economy can win this battle only with the required funds. You can request a detailed balance sheet for all partners at [HYPERLINK „mailto:office@winesfromgreece.com“](mailto:office@winesfromgreece.com) office@winesfromgreece.com

	REVENUES	EXPENSES
A Capital invested	€ 97.000,00	€ -
B Capital Expenditure	€ -	€ 15.500,00
C Administration/office	€ -	€ 85.720,00
D Trade Fairs	€ 25.481,00	€ 26.400,00
E Tastings/Events	€ 46.200,00	€ 15.140,00
F Merchandise	€ 10.000,00	€ 12.243,00
G Services	€ 26.828,00	€ 27.750,00
H Retail	€ 42.300,00	€ 3.315,00
I Sponsoring	€ 4.200,00	€ 5.000,00
J Human Resources	€ -	€ 58.000,00
	€ 252.009,00	€ 249.068,00
	PROFIT BEFORE TAXES	€ 2.941,00





MASTERHEAD

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