

No1 Greek Pasta





Melissa Kikizas was founded in 1947 by Alexandros Kikizas. His vision was to highlight the raw materials of our country by turning them into high quality products.

He believed in the constant effort for improvement and he considered **quality** as **the most important factor** for the success of a product.





Our history

- 1947** Establishment in Athens of the pasta manufacturing company MELISSA, by Alexandros Kikizas.
- 1974** Construction of **Semolina mill in Larissa**, Thessaly.
- 1980** The pasta manufacturing facility is transferred from Athens to Larissa. MELISSA KIKIZAS possesses **the first vertically integrated complex of mill-pasta plant in Greece**, attaining a significant competitive advantage.
- 1985** Launch of tomato product line **Pummaro Melissa**. Pummaro conquers the 68% of the greek market.
- 1992** Achievement of **No1 Pasta Producer** in Greece.
- 1999** The tomato product line is sold to Unilever. Acquisition of **Stella** brand, which held the third place in the pasta market.
- 2000** Exclusive sales and distribution agreement of **Del Monte** canned fruits in Greece.
Buyout of the polish distribution company **Atlanta**.
Buyout of the traditional pasta producer **Vlaha**.
- 2007** MELISSA KIKIZAS acquires **Avez** which is the leading pasta brand in North Greece.

- 2009** Innovative launch of **Pasta Kids** product range.
- 2010** Completion of the second expansion investment in the Larissa plant, aiming to increase the production capacity to 90.000 tons annually.
Launch of **Gluten Free** pasta range.
- 2014** Exclusive sales and distribution agreement of **Heinz** products in Greece.
- 2015** Entry to the **chinese** market.
Establishment of **Melissa Kikizas Wheat Academy** with a view to educate young farmers.
Launch of **flour** range in Cyprus.
- 2016** Launch of new pasta range from **Triticum dicoccum** whole wheat flour.
- 2017** Relaunch of **Vlaha** pasta range.
- 2018** Launch of **Beta Glucan** and **High Protein** functional pasta
Relaunch of **Primo Gusto** pasta range.
Exclusive sales and distribution agreement of **Kraft** products in Greece.
Relaunch of **flour** range in Cyprus.
- 2019** New **Mill Construction**. A 16m € investment which will increase productivity and secure the high quality of our products.



Melissa Kikizas owns **the largest vertically integrated complex of mill-pasta plant in the Balkans** where 90,000 tons of pasta are produced annually.

90.000 tons of pasta



MELISSA KIKIZAS has been amongst the first companies in Greece to be certified for its food quality and hygiene standards. Specifically, the company has been accredited with:

★ **ISO 9001** ★ **ISO 22000** ★ **BRC** ★ **IFS** ★ **BIO** ★ **HALAL** ★

Brands

Strong product portfolio of leading and reputable brands: **Melissa, Primo Gusto, Stella, Avez, Vlaha**

Import and Distribution

Exclusive representation and distribution of **Heinz, Kraft** and **Del Monte** leading brands in Greece.

Exports

Export of products to more than **40 countries** accounting for 20% of the company's annual turnover.

Wheat Academy

Establishment of **the first Wheat Academy in Greece** in collaboration with the American Agricultural School of Thessaloniki, aiming at educating young farmers and optimizing the quality of the raw materials of our country.

Contract Farming

In 2013 starts the **contract farming program** with the aim of creating long-lasting relations with Greek producers and working with them to develop and improve the agricultural production.

Corporate Social Responsibility

Particularly sensitive to corporate social responsibility actions, by implementing a wide range of **voluntary activities** that extend to areas of **social supply, environment, education, health, sport and culture**.



**With 50%
more protein**
strong taste in every bite

High Protein spaghetti penne rigate

Melissa High Protein pasta contains **oat protein** which helps to **grow muscle mass**, as well as maintain muscle mass and normal bones, in the context of a balanced diet and healthy lifestyle.

The oat protein included, is 100% plant based giving the pasta a strong aroma and taste.



rich in
protein



balanced
diet



low fat





**Suitable
for people
with gluten
intolerance**

made from corn and rice flours

Gluten Free

spaghetti
penne rigate
fusilli

Certain cereals such as rye, wheat and barley contain gluten which is a plant protein. People with celiac disease or gluten intolerance cannot consume foods containing it. Melissa gluten free pasta is **made from corn and rice flours** and it is **suitable for people who follow a gluten-free diet**. It has a unique color and a rich flavor.



for
vegetarians



gluten
free



low fat





For an authentic,
more beneficial
nutrition

organically grown durum wheat

Organic-Bio Pasta

spaghetti
penne rigate
orzo



Melissa Bio pasta range includes products from carefully selected **finest varieties of organically grown durum wheat**. All selected varieties are cultivated by using methods that respect the soil of the earth and the environment.

Bio range uses **sustainable agriculture** which is a complete system of farming that supports climate change and respects natural resources.



GR-BIO 03
ΓΕΩΡΓΙΑ ΕΛΛΑΔΑ /
Greece Agriculture





**Produced
by the entire
grain seed**
source of fibre and protein

Whole Wheat Pasta

spaghetti, linguine, bucatini,
penne rigate, fusilli, farfalle,
orzo, ditali



Melissa Whole Wheat pasta offers you all the benefits of a healthy and balanced diet. It is rich in taste, as it is **produced by using the entire grain seed**. Whole wheat pasta constitutes a source of complex carbohydrate along with a plant-based protein of high quality, offering to the body the necessary **energy and vitamins for the proper function of the digestive system**.



source
of protein



source
of fibre



low fat





**Produced
by 100%
ancient grains**
ground to a stone mill

Ancient Grain Pasta

spaghetti
penne rigate



Ancient grains (*Triticum dicoccum*), known as Zeas, are **one of the oldest known species of wheat**. Their crop is suitable for sustainable agriculture since they are resistant to diseases and require low water consumption for their cultivation. In the past, ancient grains were the fundamental cultivation of the greek land.

During production, the ancient grains are first turned into flour with the **use of a stone mill** creating the purest raw pasta material, delivering a great taste and a rich aftertaste of nuts. Melissa ancient grain pasta is **high in nutritional value**, rich in fiber, manganese, protein and phosphorus.



source of
protein



source of
fibre



low fat





Multiseed



**With 7
nutritional
seeds**

source of protein, copper and phosphorus
rich in manganese

Whole Wheat Multiseed Pasta

pennete rigate



We have chosen the most nutritional seeds to create the most delicious combination!

Melissa Whole Wheat Multiseed Pasta brings millet, buckwheat, quinoa, barley, sunflower and pumpkin seeds to our diet, offering **multiple nutritional benefits** combined with the benefits of whole grain products. It is **rich in manganese and a source of protein, copper and phosphorus**.

Combined with a balanced diet and a healthy lifestyle, protein, manganese and phosphorus **help maintain normal bones** while copper **helps the immune system to function normally**.



source of
protein



source of
fibre



low fat





with Carob



**With greek
carob**

source of protein and copper
rich in manganese

Whole Wheat Pasta with Carob rigatoni



The carob is an evergreen tree that thrives in the Mediterranean climate, enhancing the sustainable agriculture. In Greece it is found mainly in the island areas.

The carob flour is produced by the roasting and grinding of carob fruits and thanks to the natural sugars it contains, it has a sweet taste that resembles to cocoa.

Melissa Whole Wheat Pasta with carob is **rich in manganese and a source of protein and copper**. Combined with a balanced diet and a healthy lifestyle, protein and manganese **help maintain normal bones**, while copper **helps the immune system to function normally**.



source of
protein



source of
fibre



low fat





**With 30% puree
from fresh vegetables**
delicious & healthy

Pasta with Vegetable Puree spaghetti

For those who seek a more tasty but healthy proposition, Melissa introduces a new pasta range **made with durum wheat semolina and 30% puree from fresh vegetables**. An alternative choice to enjoy pasta while keeping a more balanced diet, with multiple nutritional benefits and delicious taste.

Available in four unique variants: **carrot, spinach, beetroot and cauliflower**.

100% plant based. No preservatives. No artificial colors.



source of
protein



suitable
for vegan



low fat





**Unique
pasta range**

low in fats, sugars and salt



Pasta Kids

letters, numbers, pets,
Paw Patrol, Peppa Pig, Minions,
SpongeBob

Pasta
kids

The most playful way to educate children eat pasta!

With Melissa Pasta Kids the little pasta lovers can play writing their names, learning the numbers, or discovering the animal world that will excite them. Also, the beloved pasta heroes will definitely surprise the young children and will make eating pasta a fun and enjoyable procedure.

The various shapes are carefully designed to **help pasta "hold" the sauce** and reassure a perfect blend, **facilitate children to swallow smoothly** and **encourage them to handle the fork**. Melissa Pasta Kids contain all the valuable nutrients of durum wheat semolina, are **low in fats, sugars and salt**.



Notes

This image shows a full page of blank, cream-colored paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



MELISSA KIKIZAS S.A.

1 Vionos str. 104 43 Athens - Greece

T: +30 210 5190100

www.melissa-kikizas.com



Scan for more info

