

## **KRINOS FOODS ENHANCES LINE OF GREEK OLIVES AND PEPPERS**

NEW YORK (September 7, 1999) — Krinos Foods, the nation's largest importer and manufacturer of Greek specialty foods, has improved its line of jarred imported olives and peppers from the inside out, according to company president Eric Moscahlaidis. The products include Kalamata, Cracked Green, Oil Cured, Greek Black and Nafplion Olives, as well as Red Roasted Peppers, Pepperoncini, and Giardiniera.

Krinos has significantly reduced the sodium content of its best-selling, one-pound jars of brined specialties, thus improving their flavor. The company has also taken the rare step of retaining an independent agricultural institute in Greece to ensure that suppliers provide the finest quality olives and peppers, and to oversee the curing process. The upgrade includes more stringent hand selection of olives and peppers, as well as the implementation of a double-sorting and more thorough inspecting process before the products even reach the brining stage. Thereafter, the institute has developed a checklist of qualitative and quantitative tests to ensure proper acidity, solidity and texture, among other characteristics.

In addition, Krinos has updated product packaging for the line, as well as for its line of imported olive oils and other specialties. Attractive new labels feature various pastoral illustrations of scenic Greece, designed to better reflect the premium quality of the products, according to Moscahlaidis.

Product pricing will remain the same. The Krinos classic jar and olive oil line can be found in supermarkets, gourmet and ethnic food stores across the country. They may also be ordered by calling (800) 333-5548 or via e-mail at [www.3Emarket.com](http://www.3Emarket.com).