

λάς

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las

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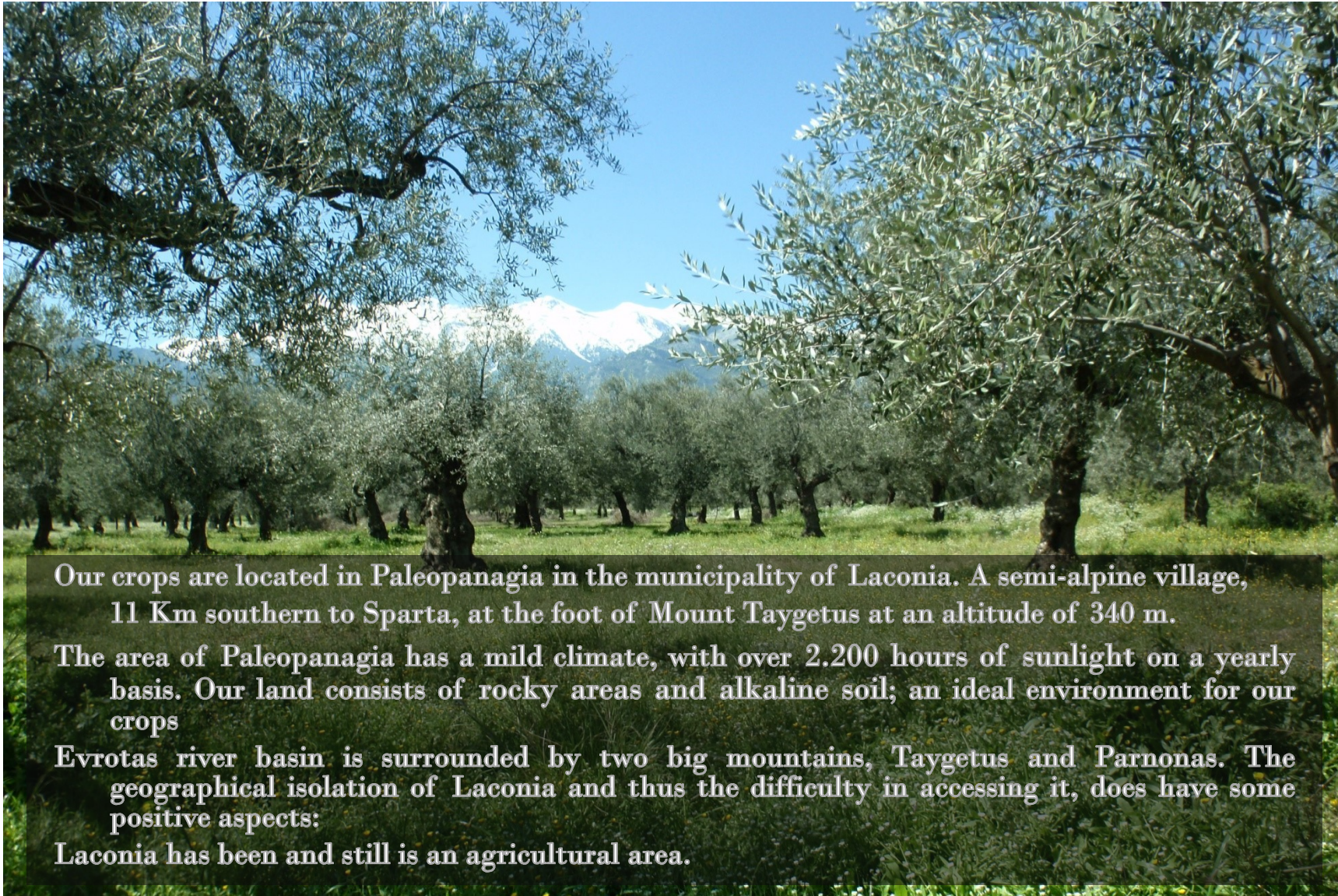


Our company “**las**” is registered in Greece,  
with VAT Registration Number EL132151924,  
under the name *Panagiotis G. Diamantakos*.

We produce and launch staple products of the Mediterranean diet.

Our field of specialty is the production of olive oil and edible olives, sea salt, followed by herbs such as oregano and savory, as well as citrus fruits and pomegranates.

Our goods are mainly products of organic agriculture that meet the highest standards of quality.

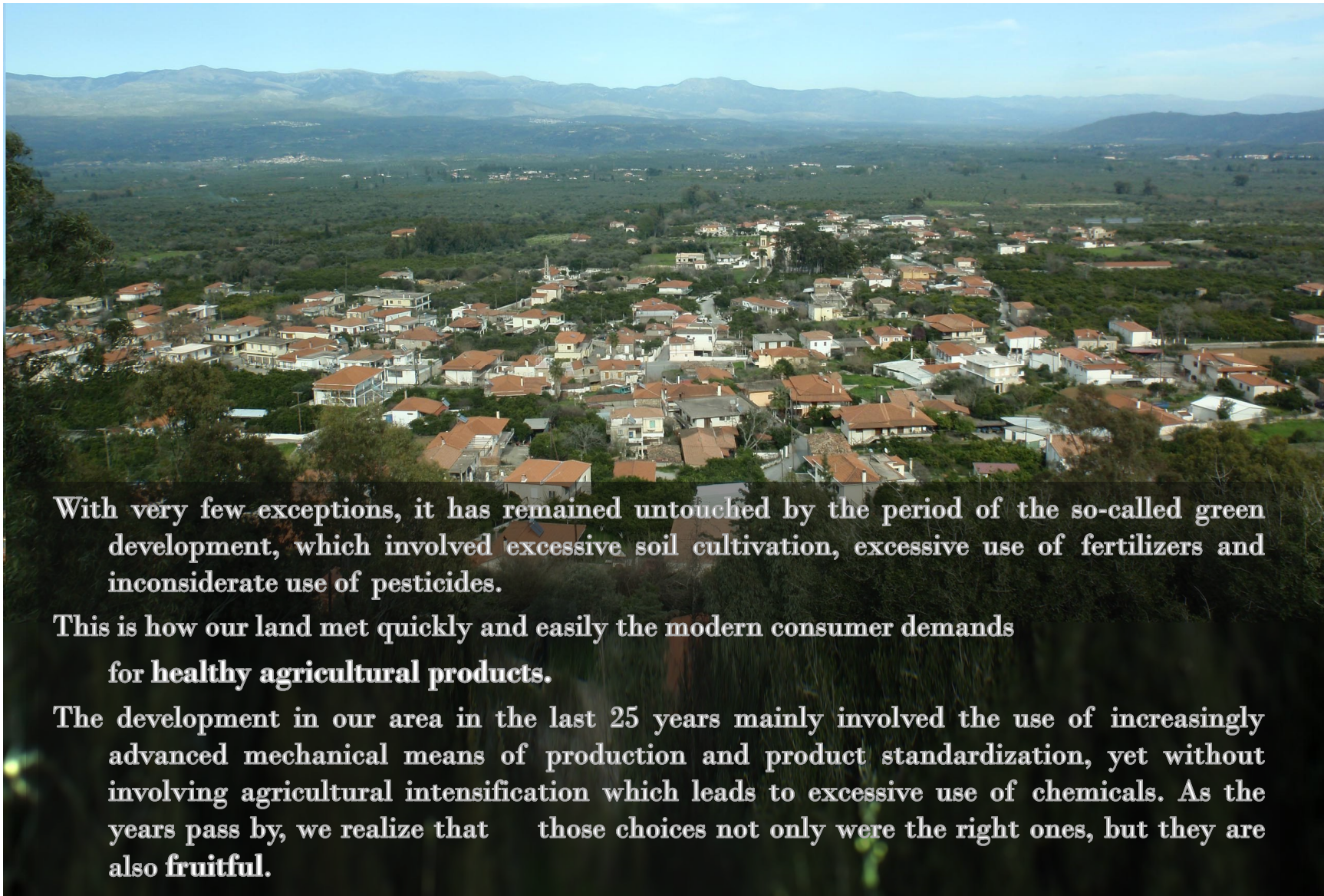


Our crops are located in Paleopanagia in the municipality of Laconia. A semi-alpine village, 11 Km southern to Sparta, at the foot of Mount Taygetus at an altitude of 340 m.

The area of Paleopanagia has a mild climate, with over 2.200 hours of sunlight on a yearly basis. Our land consists of rocky areas and alkaline soil; an ideal environment for our crops

Evrotas river basin is surrounded by two big mountains, Taygetus and Parnonas. The geographical isolation of Laconia and thus the difficulty in accessing it, does have some positive aspects:

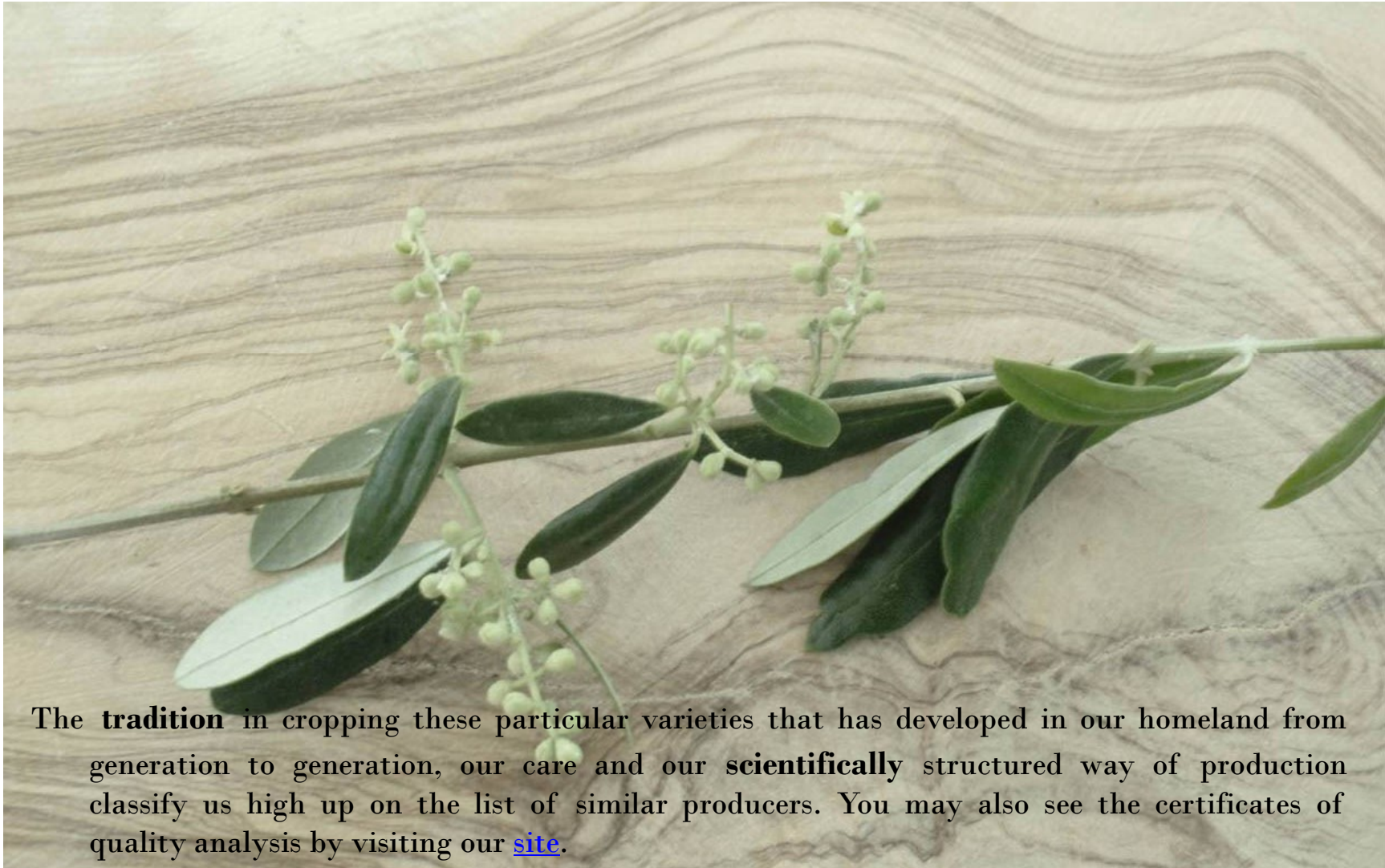
Laconia has been and still is an agricultural area.



With very few exceptions, it has remained untouched by the period of the so-called green development, which involved excessive soil cultivation, excessive use of fertilizers and inconsiderate use of pesticides.

This is how our land met quickly and easily the modern consumer demands for **healthy agricultural products**.

The development in our area in the last 25 years mainly involved the use of increasingly advanced mechanical means of production and product standardization, yet without involving agricultural intensification which leads to excessive use of chemicals. As the years pass by, we realize that those choices not only were the right ones, but they are also **fruitful**.



The **tradition** in cropping these particular varieties that has developed in our homeland from generation to generation, our care and our **scientifically** structured way of production classify us high up on the list of similar producers. You may also see the certificates of quality analysis by visiting our [site](#).



The most renowned olive oil is the “**extra virgin olive oil**”. Our olive oil is a natural oil juice, produced straight from the olive drupes by cold extraction (temperature lower than 84°F) and only by mechanical means at the Agricultural Cooperation of Palaiopanaya.

This means that olive drupes have not undergone any other processing, apart from rinsing, extraction, transfer, centrifugation and filtration. This process reassures that **the juice** extracted from the olive drupes is consumed without other chemical additives or mixing.

Our cropping land is composed of 62 acres with **8,000 olive trees**. Our yearly production of olive oil is about 20 tons of Organic olive oil, and 40 tons of integrated management olive oil (a process where every step of the production is inspected by the Ministry of Agriculture), which can be doubled, with excellent physicochemical and organoleptic characteristics.

The climate and soil conditions in our homeland constitute tree pruning necessary for maintaining a relatively small tree size, so as to reduce their need for water, which increases the quality of our olive oil.

We do not beat the trees to accelerate the drupe collection procedure, which is often the case in other areas. Tree beating damages the trees and their fruits. Most of the productive branches of our trees are cut and the selection is made by a special machine.





The crop is put in bags made of natural wool and not plastic ones. At the end of the day it is transferred to the oil mill, where the process of cold extraction is being followed for the production of olive oil within 24 hours.

For our bottled olive oil the collection procedure takes place between approximately October 25<sup>th</sup> to November 30<sup>th</sup> . As a result our bottled olive oil is **solely from unripe olives**.

When the drupes are unripe we need 7kg of Olives to produce 1kg of Olive Oil, while the same analogy when the drupes are mellow is 4kg of olives to 1kg of Olive Oil.

Right after the extraction, olive oil is stored in our stainless steel tanks.



**Kalamata Olive Oil Taste Laboratory Results:****Organic extra virgin olive oil**

A well balanced green olive oil with medium levels of bitterness and pungency.

A fresh green scent as strong aromas of fresh cut grass and artichoke with hints of tomato leaf, pepper and green banana captivate the nose, leading to a smooth buttery flavor in the mouth and a strong pungent feeling in the throat.

[Sensory Evaluation - Biological Olive Oil](#)

[Aroma Analysis - Biological Olive Oil](#)

**Extra virgin olive oil**

Olive oil exhibits green fruity aromas, medium to high bitterness and strong pungency.

A fresh green bouquet of grass, tomato leaf, herbs and artichoke fill the nose. Creamy and fruity on the palate, this olive oil finishes with a throat catching pungency.

[Sensory Evaluation – Integrated Management Olive Oil](#)

[Aroma Analysis - Integrated Management Olive Oil](#)



The effort for olive oil varieties which have been carefully supervised and standardized is the work of our collaborators **Panagiotis Diamantakos, mechanical engineer,** and **Tasos Golemis, farmer** for many years with specialization in organic agriculture.

● *Three Olives*

**Category: EXTRA VIRGIN OLIVE OIL**

**Varieties: Koroneiki (Microcarpa alba) 70%.**

**Athinolia (Mamilaris) 15%.**

**Koutsourelia (Microphylla-Mastoides) 15%.**

**P.G.I. (Protected Geographical Indication) , Organic Product**

Through a lot of care and effort, and the only friend on our side being nature herself, we have created an exceptional kind olive oil.

A unique mixture of different varieties of olive trees that have been cultivated with care and protection for many years. Traditionally, olive oil in Laconia is produced through a mix of olive drupes. We never mix different varieties of olive oils; each variety of olive oil is being extracted straight from the drupes once the selection stage has been completed.

This selection and mixture of different varieties produces a rich and balanced olive oil that enhances the taste of every food without taking over the other beautiful flavours of your dish. Suitable for all culinary uses.

A variety with a balanced, slightly spicy flavour and a fine aroma.

Extraction within 10 – 12 hours of daily harvest.

Excellent [physicochemical analysis](#) results .

The modern methods of organic cultivation that we have chosen to use, following our expertise and experience, protect the environment and produce products of high quality.

**Available in glass bottles of 500 ml (also available in bottles of 750ml upon request).**



## Genesis

**Category: EXTRA VIRGIN OLIVE OIL**

**Varieties:** Koroneiki(Microcarpa alba) 60%.  
Koutsourelia(Microphylla-Mastoides) 25%.  
Athinolia(Mamilaris) 15%.

**P.G.I. (Protected Geographical Indication).**

**Integrated (controlled) management product.**

**This is the traditional and renowned Laconian olive oil. The great ancestor of all olive oil varieties that we produce and offer.**

The olive drupes for this particular variety are being extracted all together in the oil mill. It is not a blend of different olive oil varieties.

This is the traditional way for oil extraction and this has always been the olive oil variety we have been using.

An olive oil with which many generations have grown, which taught us how to love the silver leafs of our beloved lands' olive trees and how important it is to protect our full of sunlight homeland.

**We are still using cropping methods that have not been altered as the years went by; however, we have enhanced them with technological applications that do not cancel them out.**

Extraction within 24 hours of daily harvest.

Excellent [physicochemical analysis](#) results.

Available in glass bottles of 500 ml (also available in bottles of 750 ml upon request).



● Karneon

**Category: EXTRA VIRGIN OLIVE OIL**

**Variety: Koroneiki (Microcarpa alba) 100%.**

**P.G.I. (Protected Geographical Indication) , Organic Product**

**The civilization of olive oil.**

**Through the effort of generations and a centuries-old tradition.**

Rainfed crop with specific soil and tree selection.

Rocky ground with eastern orientation and aged from 15 to 30 years.

Harvesting crops at the first stage of maturation and extraction of olive oil within 10 – 12 hours of harvest.

Thin olive oil with fruity and spicy flavour, fine aroma and colour that blends green and yellow; a gift to Laconia from the ancient Greek God Apollo Carneus.

**A unique oil juice produced from olive drupes of exceptional quality.**

You could even drink it plain!

**This is the tradition we create.**

Excellent [physicochemical analysis](#) results.

Production and standardization tracking information indicated on each bottle.

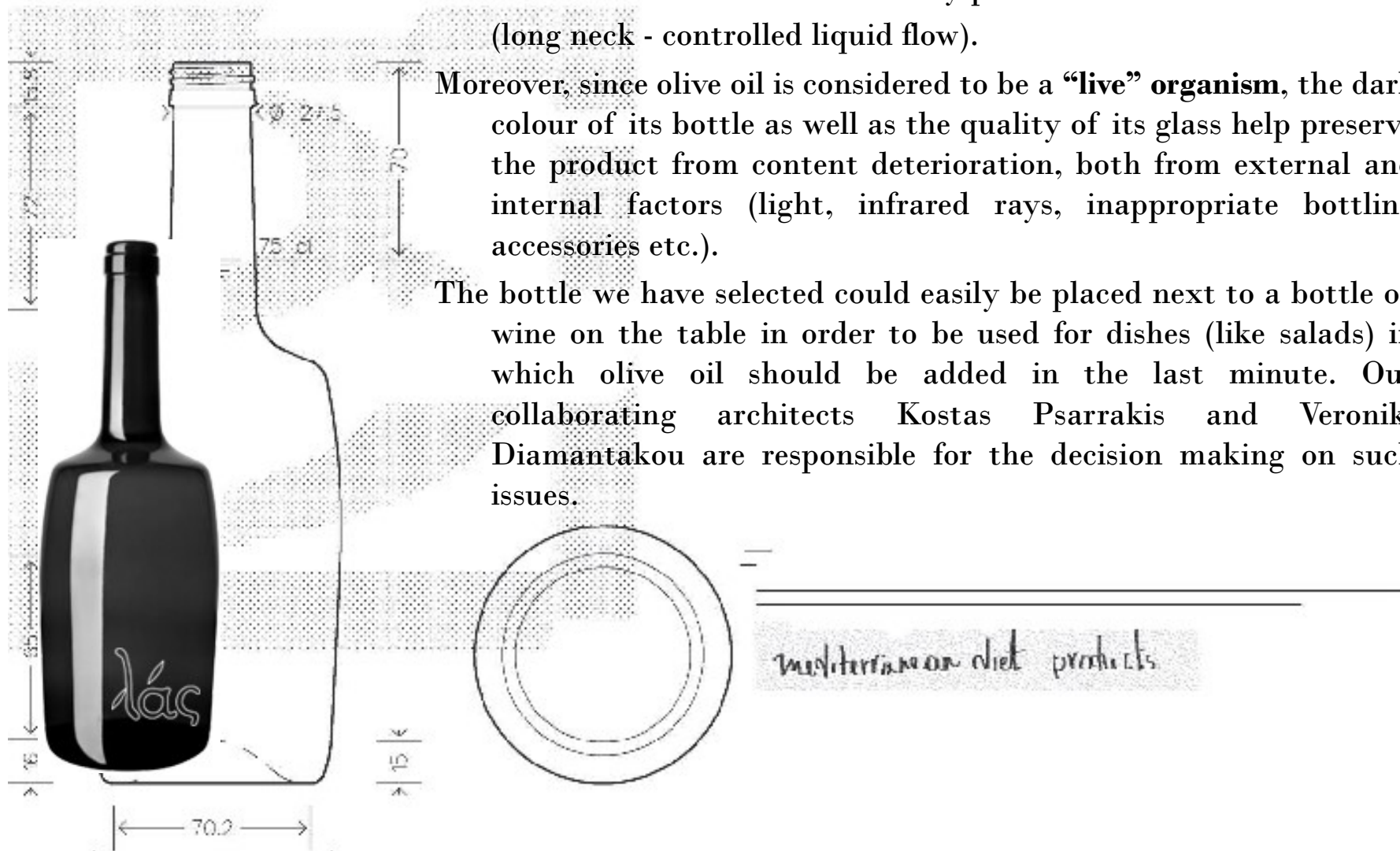
Available in glass bottles of 500 ml (also available in bottles of 750ml upon request).



As part of our effort to take care of every detail, we have selected a bottle for our olive oil that is very practical (long neck - controlled liquid flow).

Moreover, since olive oil is considered to be a “live” organism, the dark colour of its bottle as well as the quality of its glass help preserve the product from content deterioration, both from external and internal factors (light, infrared rays, inappropriate bottling accessories etc.).

The bottle we have selected could easily be placed next to a bottle of wine on the table in order to be used for dishes (like salads) in which olive oil should be added in the last minute. Our collaborating architects Kostas Psarrakis and Veroniki Diamantakou are responsible for the decision making on such issues.



We are among those producers who, due to the high quality standards in olive oil production, collaborate with the **University of Athens** (Faculty of Pharmacy, Department of Pharmacognosy and Chemistry of Natural Products) as regarding the olive oil's health protection capacity.

We have been following these programmes with great consistency, since they constitute a new, powerful and effective parameter in both the nutritional and the commercial value of the products we launch. As you most probably know, these varieties of **high quality olive oil**, according to a new **EU Regulation (432/2012)** define a special olive oil category, basically because of the high rates in phenols and the beneficial substances for the human body.

Our Olive Oil products meet those criteria effectively since they have been tested and rated at **over 600 mg/kg** for phenols, when the limit is 250 mg/kg.

**Phenols** are the substances that cause a sense of “burning” to the throat when Olive Oil is consumed fresh “raw”; experts in olive tree cropping can tell if an olive oil is good based on this sense of “throat burning”.



The olive oil we produce has a traceability of five stages. On the package label, reference is made to the place of production, the producer, the method of olive oil production and the lot number.

All of the above mentioned stages have been **certified by the equivalent official bodies**, according to the European law, avoiding vague or misleading references.

**λάς**  
mediterranean diet products  
προϊόντα μεσογειακής διατροφής

**extra virgin olive oil**  
**εξαιρετικό παρθένο ελαιόλαδο**

organic product  
προϊόν βιολογικής γεωργίας

500ml e  
EL 40169

αριθμός παρτίδας / lot number: K15/1  
ανάληψη κατά προτίμηση πριν από / best before: 12/2016

GR-BIO-01  
GREECEAGRICULTURE

ΠΡΟΤΕΚΤΟ ΓΕΩΓΡΑΦΙΚΟ ΙΝΔΕΙΧΝΟΝ  
ΠΑΡΟΝ

ΠΓΕ Λακωνία  
Laconia PGI

superior category olive oil obtained directly from olives and solely by mechanical means  
ελαιόλαδο ανώτερης κατηγορίας που παράγεται απευθείας από ελιές μόνο με μηχανικές μεθόδους

οξύτητα / acidity:	0.28-0.30
υπεροξειδία / peroxides:	17.00
K232:	1.71
K270:	0.10
ΔΚ / Delta K:	-0.004

διατηρείται σε δροσερό και σκιερό μέρος  
keep in dry and cool place

produced and packaged in Greece  
παράγεται και συσκευάζεται στην Ελλάδα  
Αγροτικός Συνεταιρισμός Παλαιοπαναγίας  
Agricultural Union of Palaiorpanagia  
**Golemis / Diamantakos Farms**

[www.las.gr](http://www.las.gr)  
43 eleftherias str, voula, 16673, greece



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Also Available by LAS

- *Natural Sea Salt*

Collected on salt pits carved on the rocky shores of Mani, Laconia, Greece.

Excellent nutritional value according to the certificate obtained by the University of Athens.

Collected and processed traditionally for over 200 years, without any chemical treatment.



- *Wild Oregano*

Collected by hand at private pastures, at 1.100m altitude, on Mount Taygetos, Laconia, Greece.

Taygetos is known for the great variety of herbs that grow on its soil.

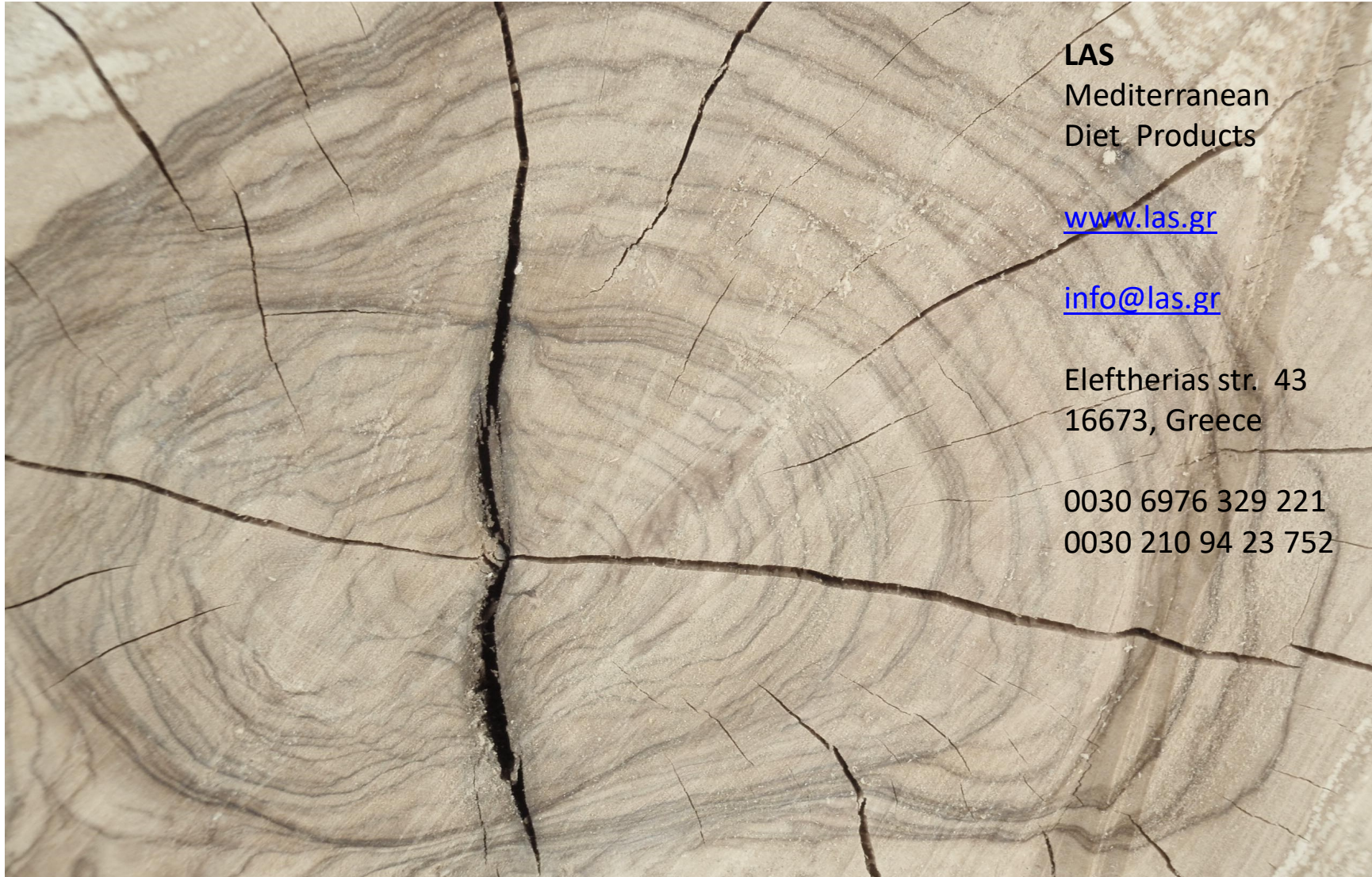
Our oregano is self grown, which has tested to be twice as rich in aroma and beneficial substances than the oregano cultivated in farms.

Processed traditionally without any chemical treatment.



las

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**LAS**  
Mediterranean  
Diet Products

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