

Mediterra SA, was founded, in 17 June 2002 by Chios Mastiha Growers Association, with the main objectives:

- Establishment of a marketing tool for mastiha (mastihashop)
- Development, production, promotion and sale of mastiha products worldwide
- Development, production and sale of high quality Greek products
- Development & implementation of promotional activities

To date Mediterra SA:

- has developed a retail outlet network under the brand “mastihashop” which comprises of stores in Greece and abroad,
- has established a food production unit in Chios island, Greece where over than 100 different products are produced.
- has developed a wide distribution network for:
 - Natural mastiha
 - Mastiha chewing gum
 - Cosmetic products (*selling line mastihacare*)
 - Parapharmaceutical products (*selling line Art of Nature*)
 - Greek food products (*selling line cultura mediterrera*)
 - Mastiha liquer **ENOSIS & KENTOS**

COMPANY’S LANDMARK DATES & EVENTS

- **July 2002: Establishment of first mastihashop in Greece**
- **January 2005:** Distribution of mastiha in Greece
- **June 2005:** Attica Ventures shareholder of Mediterra S.A.
- **March 2006: The company has been voted in the top 15 Most Innovative Companies in Greece**
- **September 2006:** mastihashop in Cyprus
- **December 2006:** TSAKOS Shipping Group shareholder of Mediterra S.A.
- **May 2007: Risins Star in the Greek Retail awards**

- **January 2007: Establishment of the production unit in Chios Island**
- **April 2007:** mastihashop in New York
- **February 2008:** Golden Sun Award at Superbrands 2008
- **February 2008: Listed in the Athens Stock Market**
- **December 2008:** mastihashop in Paris
- **April 2011:** establishment of the first new concept store Pantopolio
- **September 2011: Distributor of mastiha chewing gum**

Major Prizes & Awards

- mastihashop project: Chosen among the 50 best business scenarios for Greece for 2003
- mastihashop Athens: one of the 10 best retail sale outlets in the food store category in the 2003,2004 & 2005 retailer competition
- Metal packaging: Gold HERMES award (1st prize) in the packaging category at the 2004 annual advertising awards
- Corporate identity: Silver HERMES award (2nd prize) in the corporate identity category at the 2004 advertising awards
- mastihashop website : 1st prize at the annual EBGE Graphic Design and Illustration Awards 2005
- mastihashop coffee **packaging: 1st prize** at the EBGE Graphic Design and Illustration Awards 2005
- Mastihashoptherapy product line: First Prize in the European Design Awards 2006 for packaging
- Mastiha liqueur ENOSIS among the best products of the year 2011 from the retail magazine FOOD & BEVERAGE.
- **Mastiha liqueur ENOSIS** has been awarded with the **Silver Outstanding Award** at the **International Wine and Spirits competition 2015.**
- The packaging of the **MASTIHA_Art of Nature** Selling line as well as the packaging of **Sweet Mousses** were included in the **Packaging of the World** website and their book for 2015.