

# 50 – Entrepreneurship in the value chain: case study for Rezos



## DISCLAIMER

### A4.L11.T8 Entrepreneurship in the value chain: case study from Rezos

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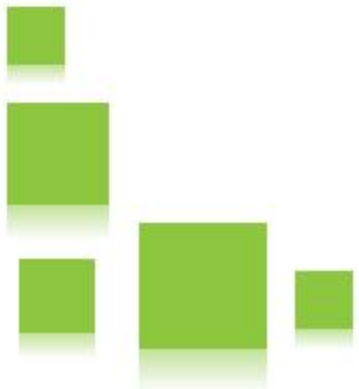
# Hippocrates farm



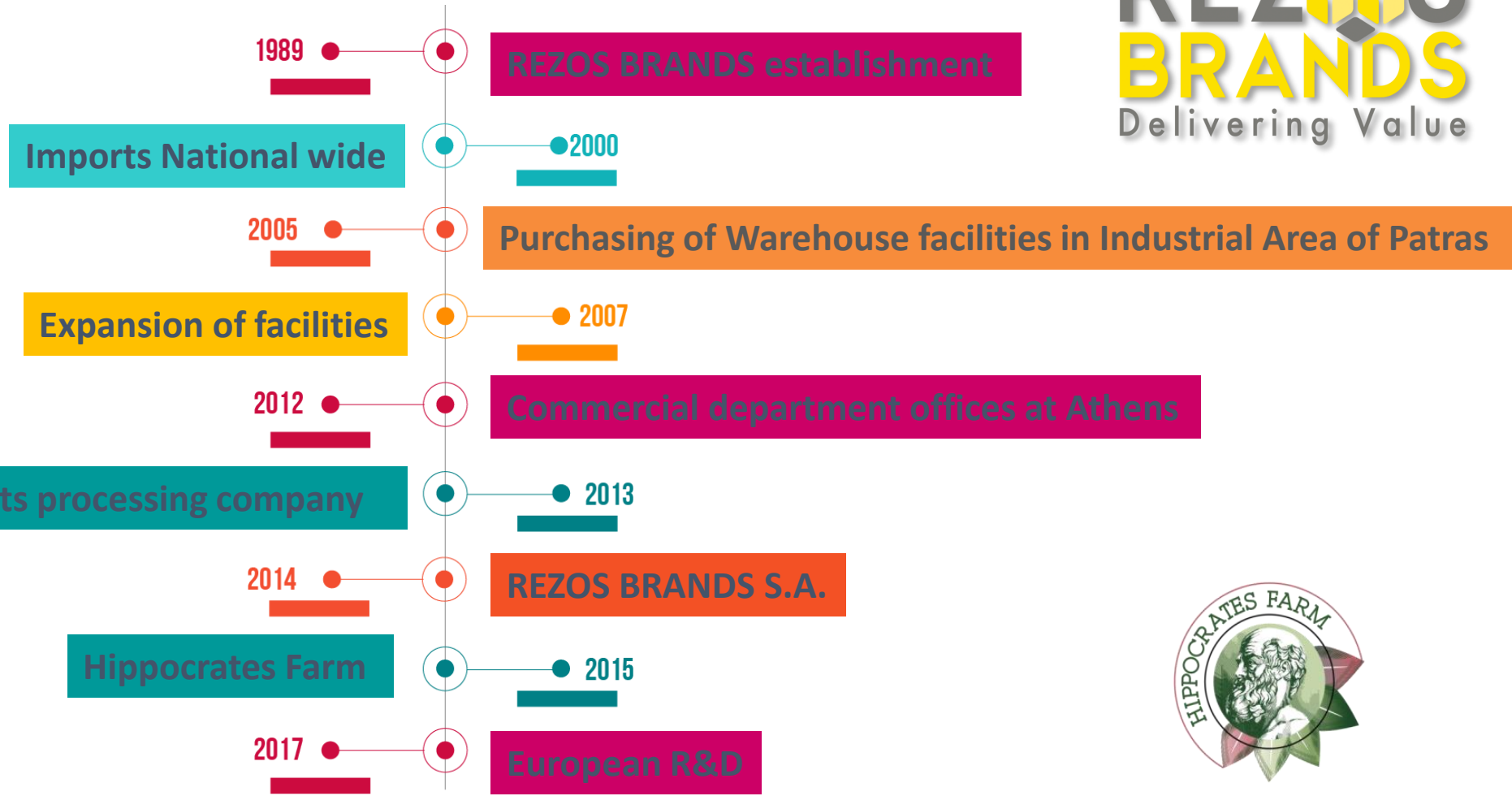
Hippocrates Farm, of REZOS BRANDS, is an aspiring entrepreneurship agrifood project, started 3 years ago by a team of people of different professional backgrounds but one common goal: to create an open Agro touristic farm, that could be home to excellent natural products with proven positive effect to the human body and mind but also to offer unique experiences for the farm's employees, volunteers and visitors. In this farm, organic foods, grown in a natural way, can be offered to humans. Using stringent procedures and sustainable precision practices for organic farming, an opportunity are given to different groups of people to share the full natural experience, reviving a deserted rural area of unique beauty and increasing the comparative advantage of value chain.



# 4 operating sectors



# History timeline of REZOS BRANDS



Acquisition of 50% of nuts processing company

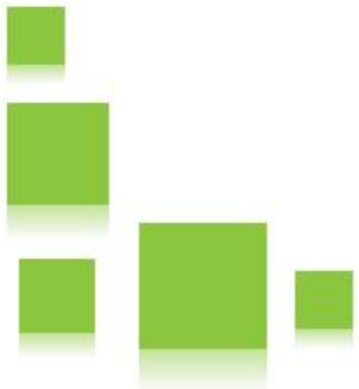
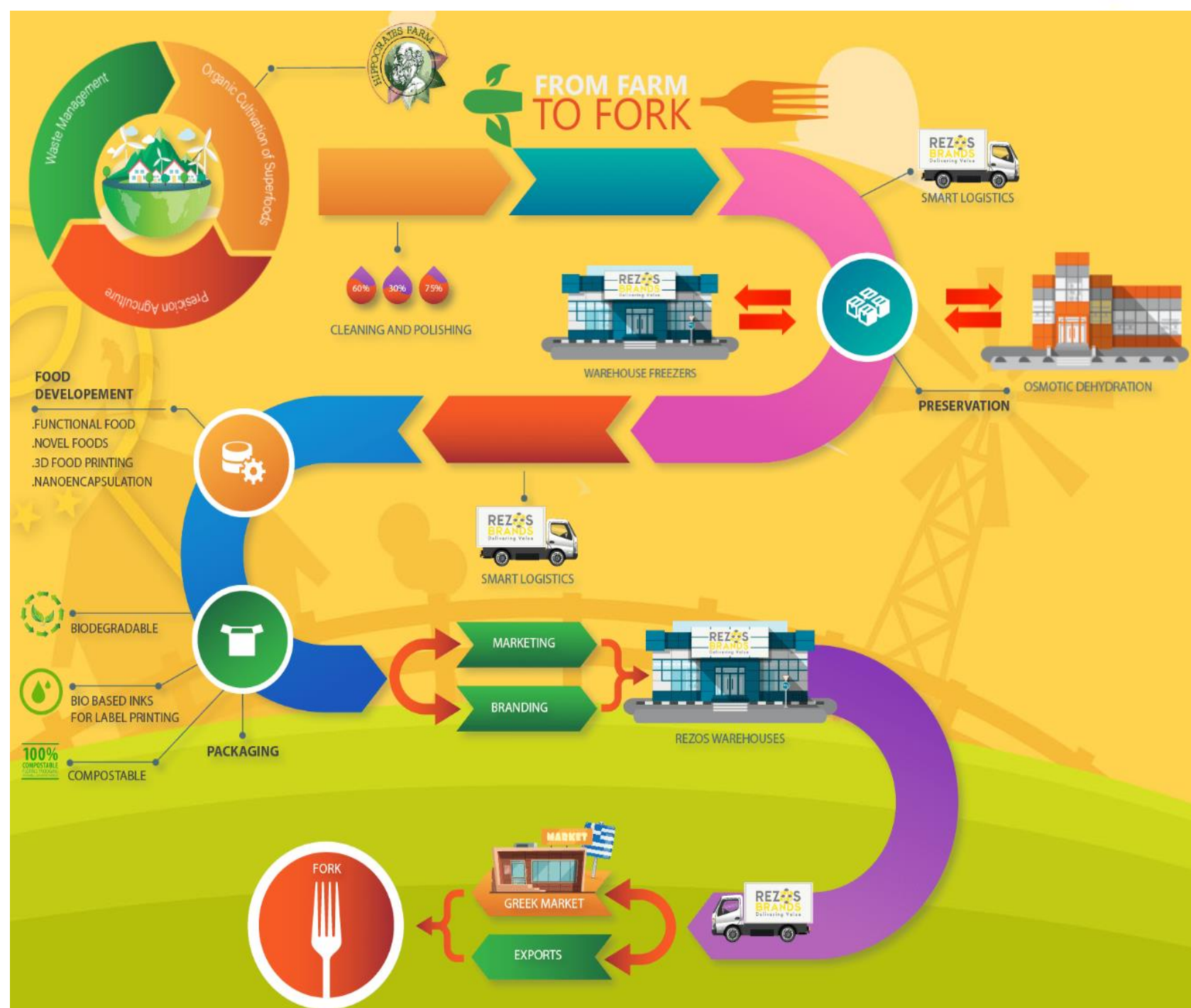
Imports National wide

Expansion of facilities

Hippocrates Farm



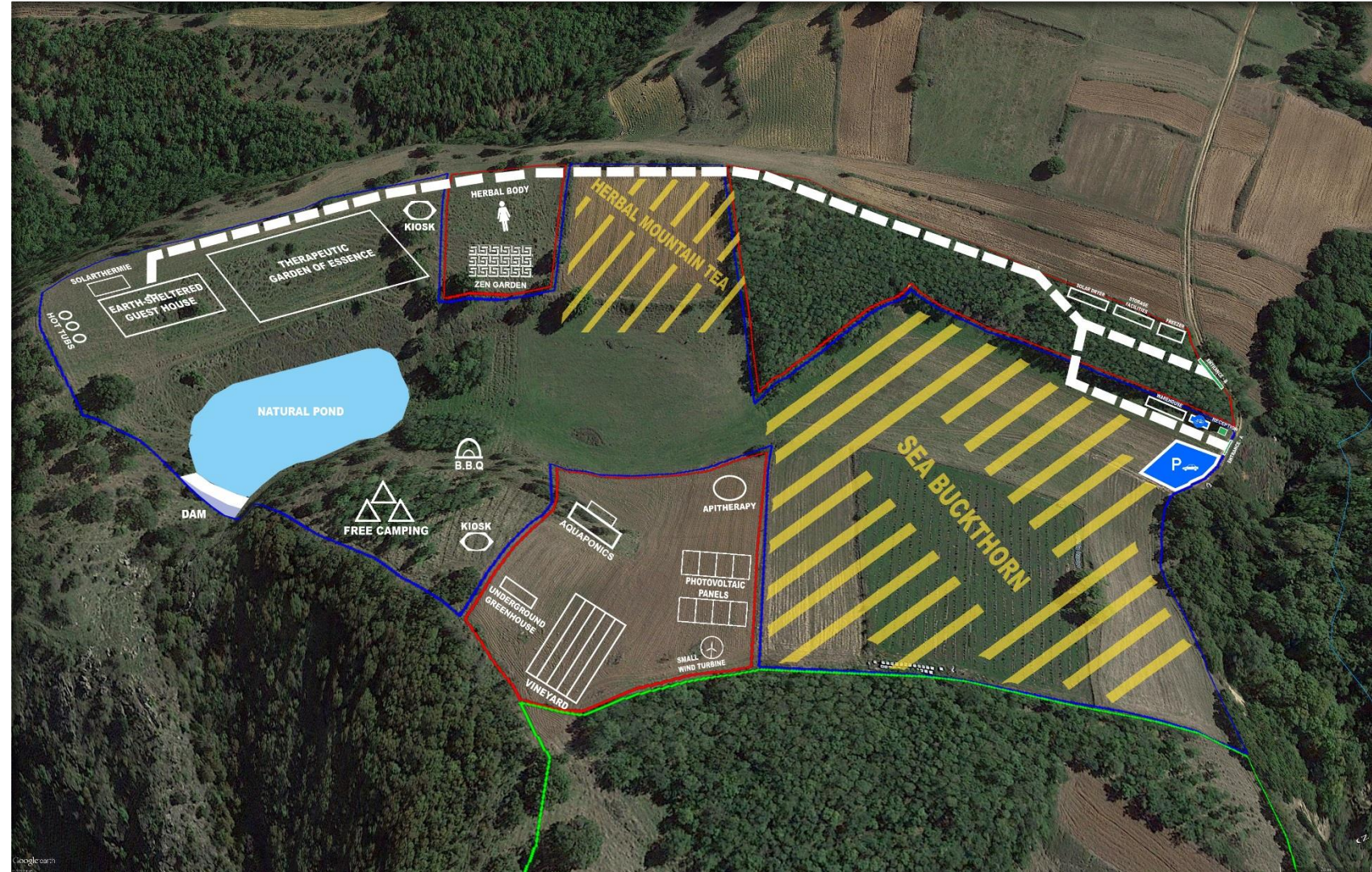
# Vertical business model From FARM to FORK



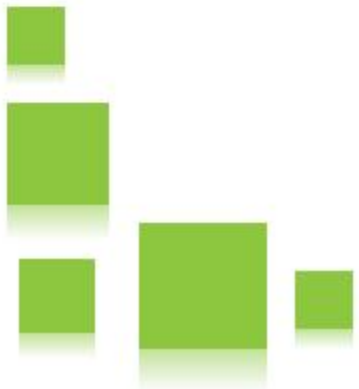
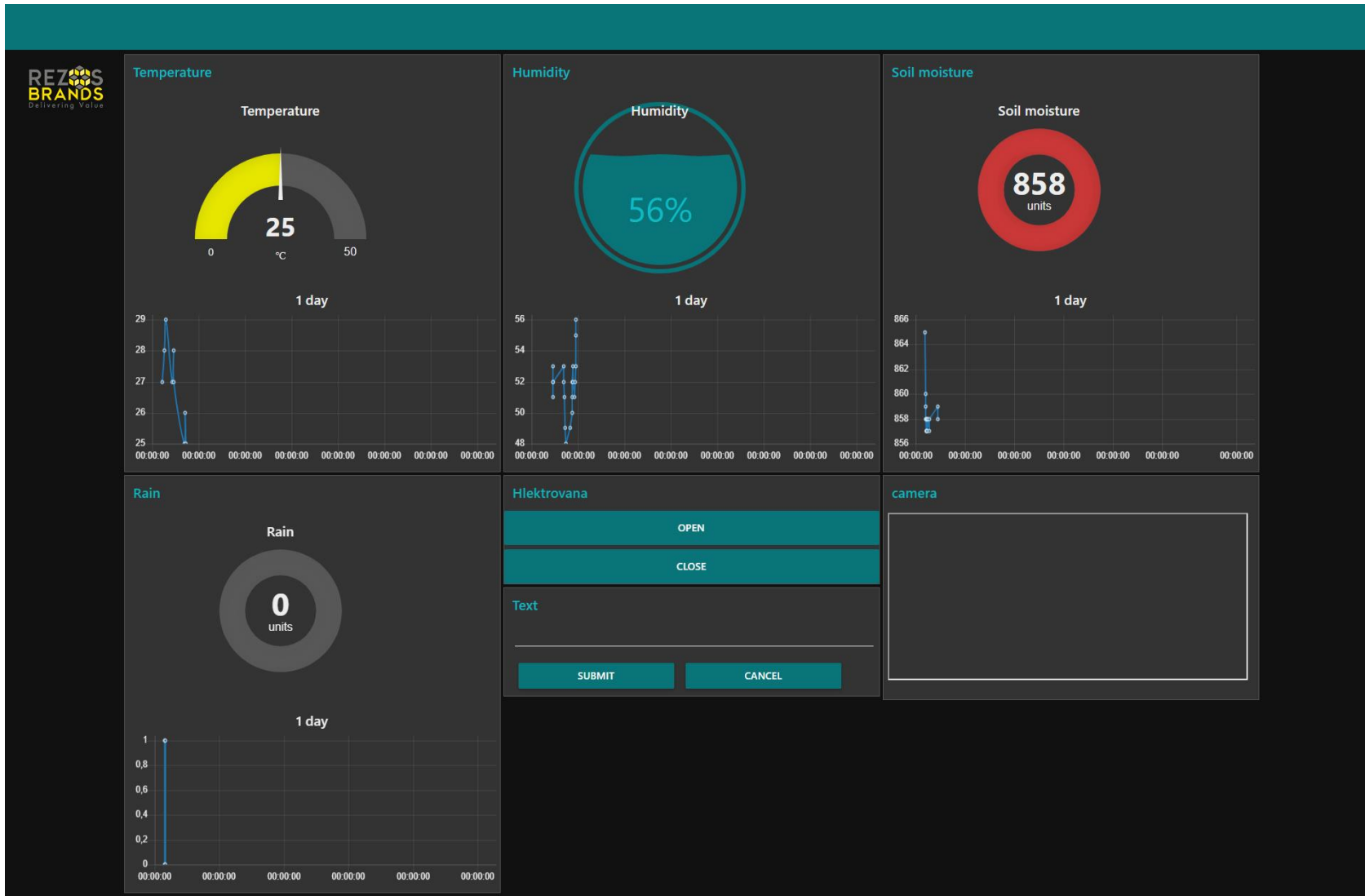
# HIPPOCRATES FARM project



- ✓ A **3-years** old aspiring agrifood project
- ✓ **Result:** Our products
  - Osmotic Sea Buckthorn,
  - Osmotic Sea Buckthorn Juice
  - Chocolate covered osmotic sea buckthorn
- ✓ **Goal:** To create an open Agro touristic farm, that could be home to excellent natural products with proven positive effect to the human body and mind but also to offer unique experiences for the farm's employees, volunteers and visitors



# PA monitoring platform





# 1<sup>st</sup> European Innovation Award in Functional food



## Hippocrates Farm on the top of European Innovation



"This project is funded by KATANA (Emerging industries as key enablers for the adoption of advanced technologies in the agrifood sector, Horizon 2020 project No. 691478), under the funding framework of the European Commission"

Rezos Brands was awarded the 1<sup>st</sup> European Innovation Award in Functional Food for its Hippocrates Farm project by the EU-funded business accelerator KATANA. Hippocrates Farm was rated as the most innovative agrifood project out of 640 projects from all over the European Continent and it is about the development of innovative functional snacks, derived from organic, Greek Sea Buckthorn of exceptional quality.



## Innovative Functional food based on Meteora's Sea buckthorn



'National Winner' at European Business Awards in Customer & Management Engagement Category



1st European Innovation Award in Functional Food to Rezos Brands for the Hippocrates Farm project



"This project is funded by KATANA (Emerging industries as key enablers for the adoption of advanced technologies in the agrifood sector, Horizon 2020 project No. 691478), under the funding framework of the European Commission"

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# Hippocrates Farm, a mythical farm with products from Mother Nature.

The Osmotic Super Fruits Hippocrates Farm products are produced using low temperature osmotic dehydration, a process that naturally preserves: the fruits' original structure, taste, color, aromas, vitamins and all their valuable elements, without the use of sugar and preservatives.

70% DARK CHOCOLATE  
WITH OSMOTIC SEA  
BUCKTHORN

## Osmotic Super Fruits



HIPPOCRATES FARM  
OSMOTIC BLUEBERRIES



HIPPOCRATES FARM  
OSMOTIC ARONIA



## Organic Own Grown Sea Buckthorn



ORGANIC SEA BUCKTHORN  
FROM HIPPOCRATES FARM  
IN METEORA



## Osmotic Super Fruits covered with dark chocolate



OSMOTIC SEA BUCKTHORN  
COVERED WITH DARK  
CHOCOLATE



HIPPOCRATES FARM  
GOJI BERRIES COVERED  
WITH DARK CHOCOLATE

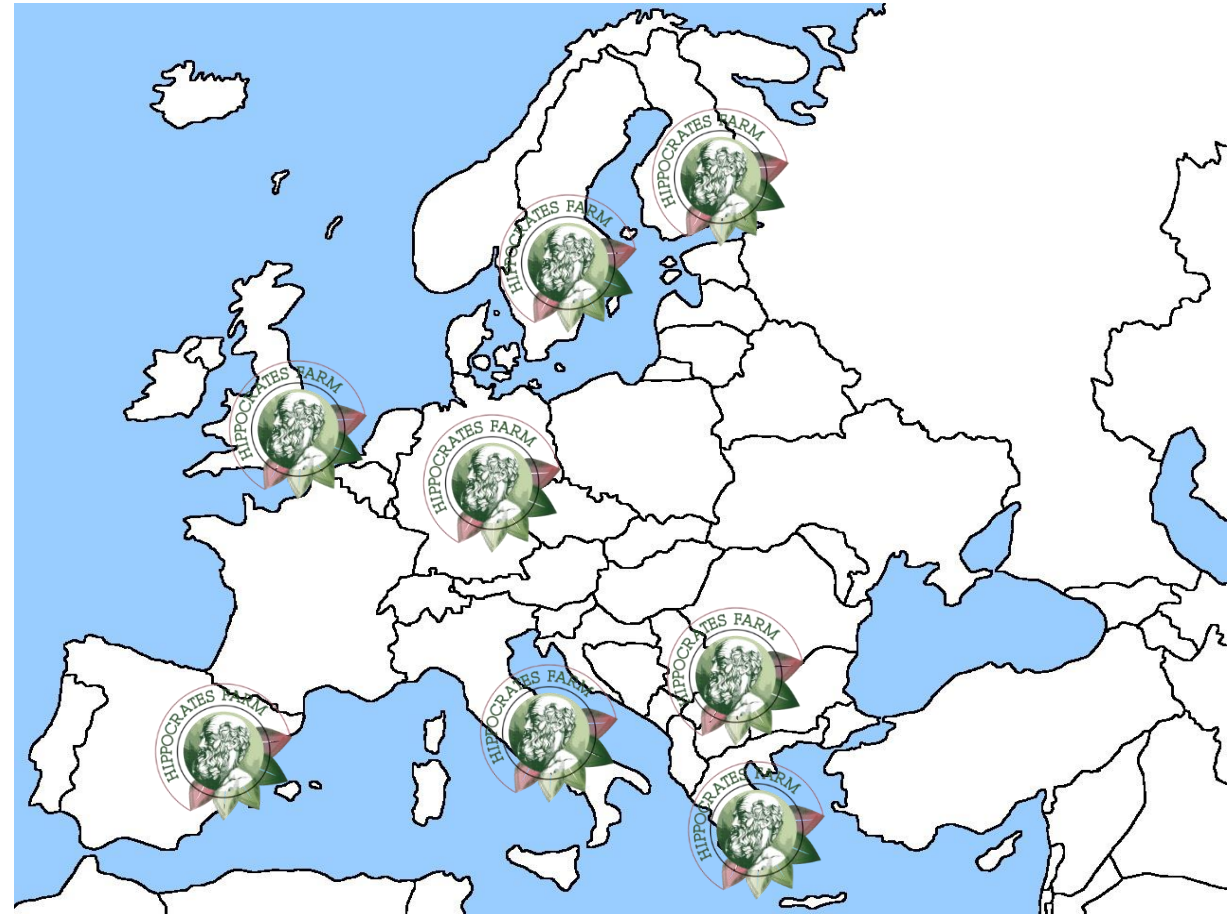
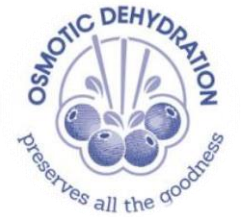
## Osmotic Juice



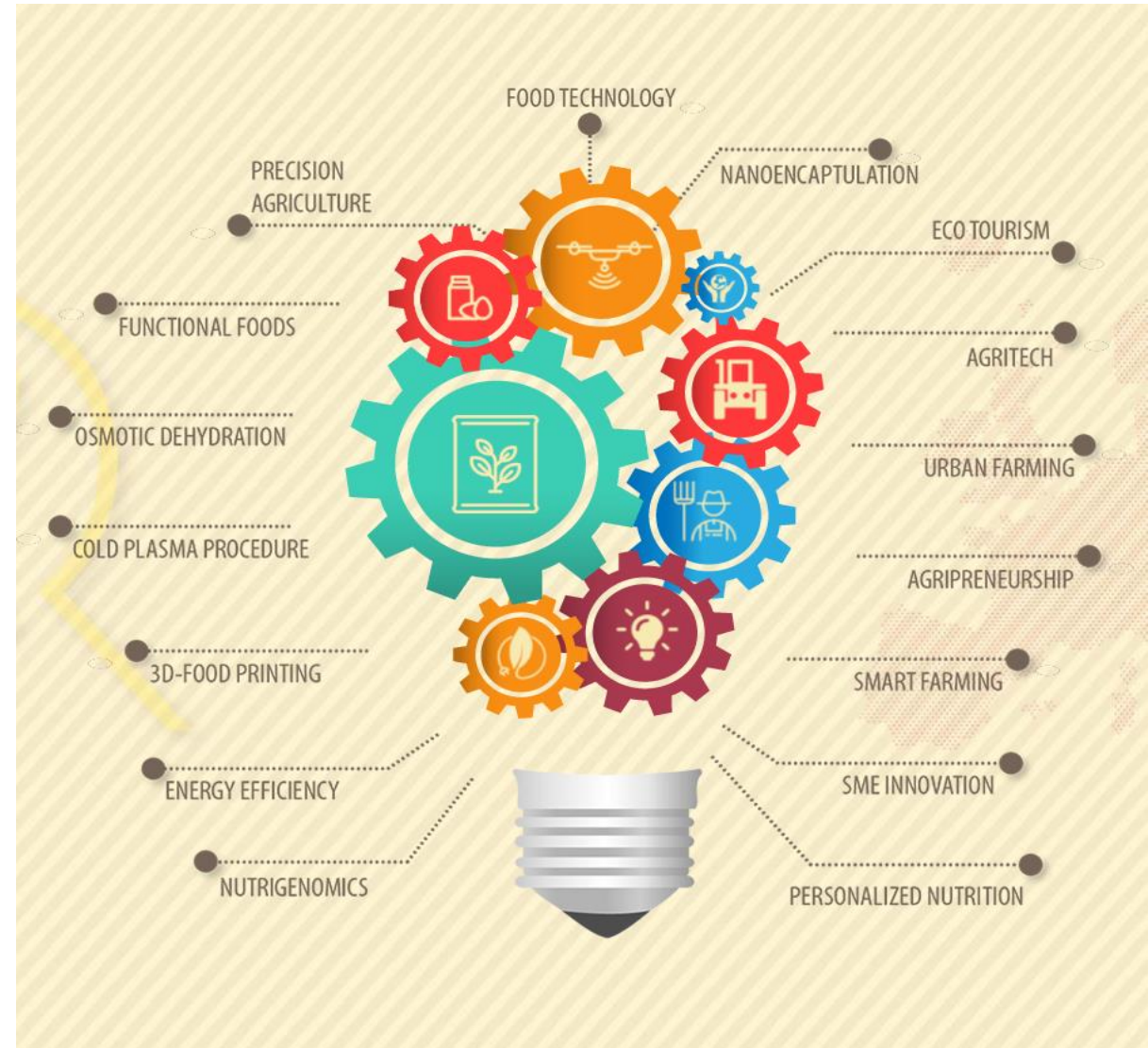
HIPPOCRATES FARM  
OSMOTIC SEA BUCKTHORN  
JUICE



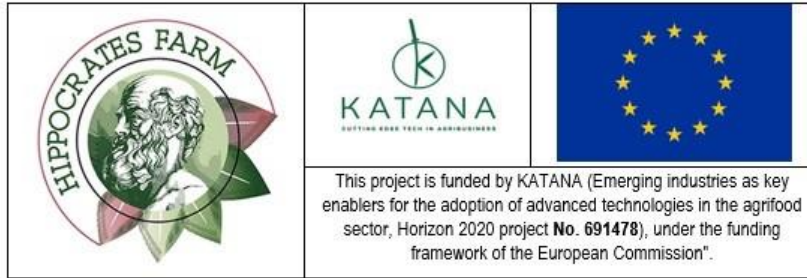
# Markets National wide and Exports



# European R&D



# Latest Achievements



1<sup>st</sup> Place in Europe at “Functional food” Category with our Hippocrates Farm project and our Sea buckthorn products.



Most founded European project amongst 650 projects at the H2020 KATANA Agribusiness Accelerator



1<sup>st</sup> award in Greece at the “Customer & Market Engagement” category of the European Business Awards by RSM



REZOS BRANDS, has been evaluated as “Innovative SME” between 450 SME’s from all EU Member States operating in the wholesale and food processing sectors), by **IMP<sup>3</sup>rove –European Innovation Management Academy & National Documentation Center in Greece.**

Thank you!

Find more on [www.rezosbrands.com](http://www.rezosbrands.com)

The REZOS BRANDS logo is centered in a large yellow circle. 'REZOS' is in grey with a hexagonal pattern in the 'O', and 'BRANDS' is in yellow. Below it, 'Delivering Value' is written in grey.

**REZOS**  
**BRANDS**  
Delivering Value

