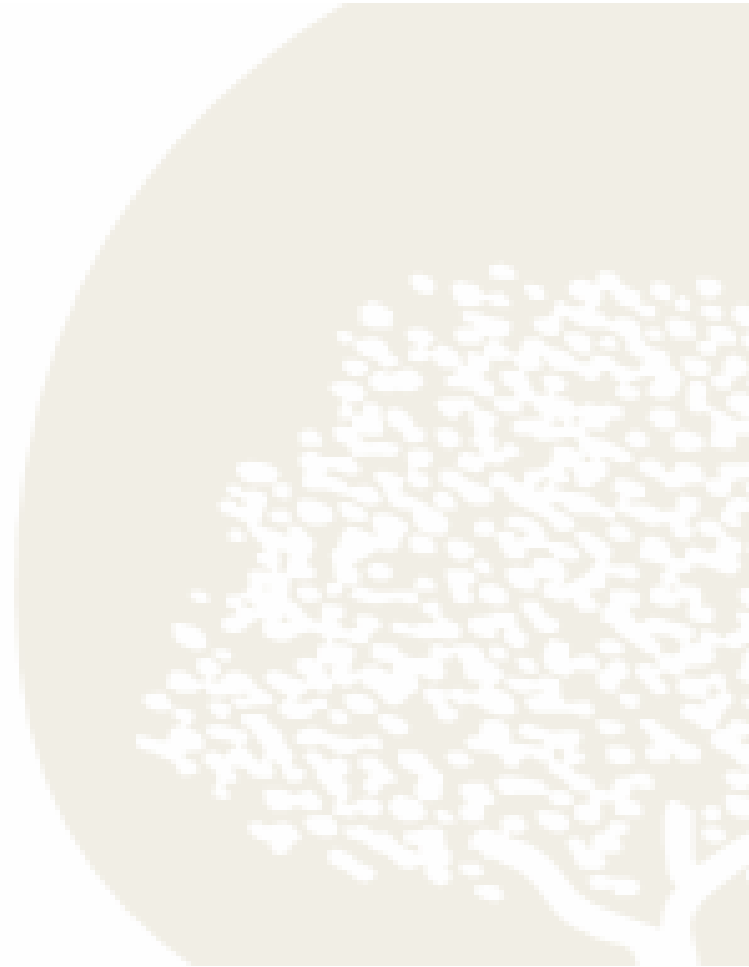




**Ládi**  
TSOUDEROS LTD



# Our company

Extra virgin olive oil production has been a fundamental part of the lives of the Tsouderos family for almost a century: from grandpa Tsouderos, founder of the first olive mill to the son who modernized the old mill to the grandson, Vangelis, who is keeping the decades-long family tradition, introducing the business to the 21st century...

The patrimonial olive groves of the Tsouderos family, alike the other local producers' groves, stretch out in one of the most stunning parts of the Cretan land: a strip of land with intense geomorphology that begins at the Preveli region in the east where one of the most rare ecosystems of Crete occupies a great part of the land, continues to the beautiful region of Plakias with its serene, sandy beaches and strong Etesian (annual) winds to end in the west at Rodakino where the landscape is harsher and wilder in beauty.

The refreshing Etesian winds cool and soothe the sun-scorched olive trees during the mild Cretan summer and the endless sunlight gives them the strength needed to absorb all the goodness from the countless endemic wild herbs to acquire the unique peppery, wild-herb aftertaste.



# Our vision and principles

For many years Cretan olive oil was a well-kept secret of health and longevity of the people of Crete. It is our conviction that this precious, golden-green-colored liquid extract of the Cretan olive groves should travel to the households around the world and become an everyday dietary habit.

This really sums up our vision: start at the primordial olive groves of Crete and reach every corner of the world, proud advocates of the wholesome, nutritious, health-giving Cretan diet.

Our principles are twofold: respect for tradition, commitment to the future. Our foundations are firm, we never rest on past achievements, always pursuing new markets and new challenges.



# Production & Quality- The Mill

For some decades we have maintained strong business relationships with select few olive fruit producers while at the same time we have cultivated our own olive trees at our olive groves nearby. This policy enables us to ensure the best possible raw material, the olive fruit, from which we cold-extract its juice in our state-of-the-art olive mill directly from olives and solely by mechanical means.

The next stage for olive oil is also carried out in modern installations using the latest in olive oil bottling and labelling technology: we acquired this equipment back in 2011 to achieve complete and vertical control of the overall quality of our olive oil. We choose from the industry's most advanced, innovative and easy-to-use packaging that will bring out the aroma and safeguard the fresh flavor of our olive oil.

The Tsouderos family olive mill is situated in the village of Asomatos, just off the Kourtaliotiko gorge, a few kilometers away from the Prevelis Monastery. High-end olive fruit extracting installations complete with a bottling and labelling line. In an area where almost each family produce their own olive oil, our mill is available to the local farmers who trust us with the production of the year's lot of their family olive oil.



# Extra Virgin Olive Oil Ladi

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The authentic extra virgin olive oil LADI is the liquid gold produced in the famous Cretan olive groves of Rethimno, with the guarantee of the Tsouderos family.

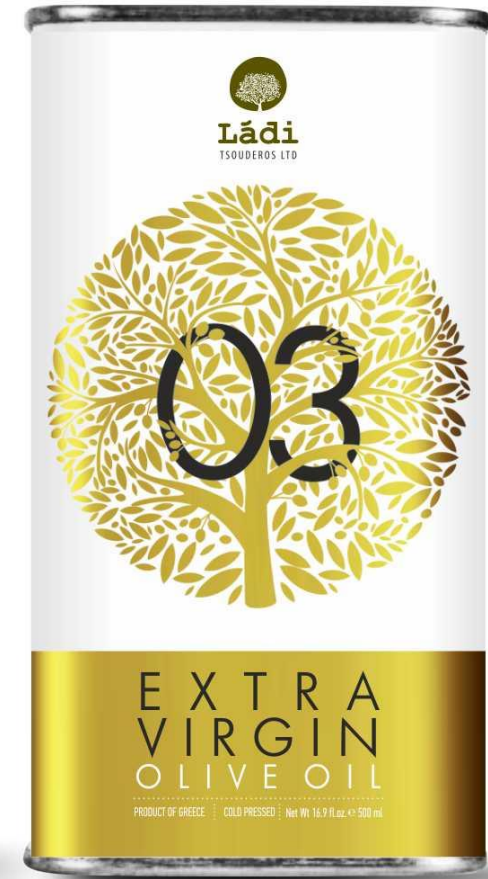
The variety Koroneiki, known for its beneficial characteristics and the unique ingredients, constitutes the top choice for Cretan and Mediterranean diet.



# Extra Virgin Olive Oil - White Label

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Our extra virgin olive oil of mild texture and bright gold-green hue. Abundant in vitamins and micronutrients, it will give you a subtle and pleasant aftertaste of wild mountain herbs, so characteristic of high-quality cooking olive oils from Crete. Whether consumed raw or with your cooking, this olive oil will lend your dishes rich taste and bring out the unique flavors of the Cretan and Mediterranean cuisines.



# Organic Extra Virgin Olive Oil

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This is the all-natural juice extracted from the olive fruit harvested from local organic farming olive groves, owned by farmers who maintain long and firm business partnerships with us. Their olive groves are closely monitored by official organic practices inspection bodies who perform repeating inspections to ensure organic quality. This organic olive oil shows its best when consumed raw, uncooked, however, it will thrive in your cooking leaving a fruity, mild aftertaste in all your dishes.



# Extra Virgin Olive Oil

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# Aromatic olive oils

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We have experimented and utilized the most commonly present ingredients and their scents and flavors in the Cretan cuisine and came up with an exquisite line of aromatic olive oils that will give your creations the touch of gourmet, both in salads and cooking. Use it in fish or grilled dishes and more.

Chili

Lemon

Garlic

Herbs





**Ládi**  
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OLIVE OIL TRADE & OLIVE MILL

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