



Press Release

Poe-tree Premium Greek Organic Extra Virgin Olive Oil now available at Selfridges London Stand #1023

Athens - Greece, August 15, 2015 – Inspirational Foods is thrilled to announce that its Poe-tree Premium Greek Organic Extra Virgin Olive Oil is now available at Selfridges' Oxford Street store in London.

“We are very proud that our olive oil is available at Selfridges, the most prestigious department store known for its world class customer experience and a unique destination for fashion and luxury retail.”, said Sakis Michalarakos olive oil producer and founder of Inspirational Foods.

Poe-tree is a single-varietal olive oil from the Koroneiki olives which produce olive oil with very high level of polyphenols, natural fruity taste, and dark green colour. The olives are grown using sustainable cultivation practices and strict organic standards, and are handpicked in late November to early December while still green. Poe-tree olive oil is certified organic since 2003, and no pesticides or fertilizers are used to ensure the olive oil is healthy and natural. In addition, the olive trees are not watered to preserve our scarce natural resources. The olive oil is produced using cold extraction process at a temperature lower than 27o C, in a 2-stage olive oil mill to maintain all its valuable nutrients.

In 2014, Poe-tree Greek Premium Organic Extra Virgin Olive Oil was awarded a Silver Medal in the 2014 BIOL International Prize for the Best Organic Extra Virgin Olive Oil held in Andria, Italy.

Poe-tree Greek Premium Organic Extra Virgin Olive Oil is available in limited quantities of 4,000 to 5,000 bottles, in sizes of 500ml and 200ml contained in an elegant recyclable paper box to protect the oil from light.

Speciality & Fine Food Fair 2015

Inspirational Foods will be showcasing its products for the 3rd year during the Speciality & Fine Food Fair 2015 in London from 6th to 8th of September. Please visit Stand 1023 to try all the inspiring Greek products the company offers.

About Inspirational Foods

Inspirational Foods, based in Athens Greece was founded in 2012 by Sakis Michalarakos a former investment professional and organic olive oil producer. The company is committed to sustainable development and to socially responsible practices, and aims in improving the health of people and the environment by producing and selling the highest quality natural, healthy and inspiring Greek products to customers across the globe. For more information please visit: www.poe-tree.com

For more information please visit: www.poe-tree.com

Facebook: <https://www.facebook.com/poe.tree.premium.organic.evoo>

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