



GREEK ORIGIN



ANCIENT TASTE



A-MFO-RA  
I-CONS

*Healthy Ancient Authentic Luxury Origin*



# OUR STORY

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**A-MFO-RA I-CONS** IS A RECENTLY ESTABLISHED GREEK COMPANY THAT WAS STARTED BY SOME PASSIONATE INDIVIDUALS. WITH THE EXTRA VIRGIN OIL PRODUCED IN THE ANCIENT REGION OF EAST FTHIOTIDA, A COMMON VISION INSPIRED US: **TO CREATE AWARD-WINNING CULINARY AND HEALTHY PRODUCTS AND TO ENGAGE YOU IN AN UNFORGETTABLE CULINARY EXPERIENCE WITH AN ANCIENT GREEK CHARACTER.**



# FROM THE ANCIENT OLIVE GROVE OF AMFISSA ON THE EDGE OF MOUNT OTHRYS.



**A RARE**, EXTRA-VIRGIN OLIVE OIL WITH A SPECIFIC CHARACTER FROM THE **MOUNT OTHRYS**, THE MOUNTAIN OF TITANS. EVERY SINGLE DROP IS PRODUCED WITH PERSISTENCE AND CARE. IT IS A RESULT OF HARD WORK AND OF GREEN HARVESTING OF THE FRESH OLIVE JUICE, FILLED WITH CONCENTRATED FLAVOURS. IN RETURN, IT REWARDS WITH A SPLENDID OLIVE OIL CONTAINING FLAVOURS FROM THE FRESHLY-CUT AND PRESSED OLIVES, OF AN EMERALD GOLD GREEN COLOUR, OF A RICH TEXTURE AND UNIQUE TASTE THAT TRANSCENDS TIME, INTACT FROM ANCIENT GREECE UNTIL TODAY. ALL THESE ARE MERE INDICATIONS ABOUT ITS UNUSUALLY HIGH CONTENT IN POLYPHENOLS, A FACT THAT MAKES OLIVE OIL SO BENEFICIAL FOR OUR HEALTH.



# FLAVOURS UNCHANGED FROM CENTURY TO CENTURY:

★ Same from one generation to the other. ★

*Certified by the Department of Pharmacog-  
nomy and Chemistry of*



**6 Top**  
International  
Awards



**HIGH  
PHENOLIC  
EVO**

AS THE **WINNER** OF NUMEROUS GASTRONOMY **AWARDS** AND  
THE SUBJECT OF RIGOROUS SCIENTIFIC TESTING, IT HELPS  
YOU LIVE A **HEALTHIER** LIFE AND ENJOY WONDERFUL  
**GASTRONOMIC** EXPERIENCES.



## ONE OF THE FINEST OLIVE OILS THE MEDITERRANEAN HAS TO OFFER

INTERNATIONAL CERTIFICATION – RIGIDLY  
TESTED AND CERTIFIED BY THE WORLD OLIVE  
CENTER FOR HEALTH.

**LET YOUR SENSES GUIDE YOU ENJOY  
AS SMALL DROP OF HAPPINESS,  
TRAVEL BACK IN THE TIME WITH AN  
ANCIENT GREEK REPLICE.**

**AIMING TOWARDS CREATING A MODERN VERSION OF THE  
ANCIENT GREEK GASTRONOMY,**

**THE A-MFO-RA-I-CONS MOUNTAIN OLIVE OIL IS CREATED  
WITH A SOLE PURPOSE: TO CONSTITUTE, IN A SINGLE BOTTLE,  
A JOURNEY THROUGH SMELLS AND FLAVOURS**

# POLYPHENOLS: THE ANCIENT GREEK SECRET.

## HEALTH PROTECTION VALUE:

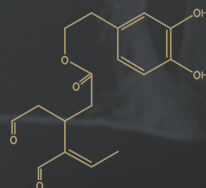
CERTIFIED BY THE DEPARTMENT OF PHARMACOGNOSY AND  
CHEMISTRY OF NATURAL PRODUCTS FROM THE UNIVERSITY OF

<<OLIVE OIL, EXCELLENT TO BE USED FOR HEALTH ISSUE,  
OTHERWISE CALLED AS OMPHACIUM OR OMOTRIVES.  
[ANCIENT GREEK IN THE TEXT.]>>

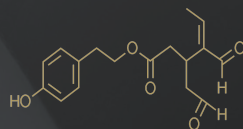
## DIOSCORIDES



## Oleocanthal



## Oleacein



It should be noted that oleocanthal and oleacein present important biological activity and they have been related with anti-inflammatory, antioxidant, cardio-protective and neuroprotective activity.

## A-MFO-RA I-CONS MOUNTAIN IS HEALTHY

JUST 15 TABLE SPOON (20 GR) OF A-MFO-RA I-CONS MOUNTAIN OLIVE OIL PER DAY IS A GREAT SOURCE OF ANTIOXIDANTS. THE EUROPEAN FOOD SAFETY AUTHORITY HAS APPROVED THE HEALTH CLAIM (COMMISSION REGULATION (EU) 432/2012) THAT OLIVE OIL POLYPHENOLS CONTRIBUTE TO THE PROTECTION OF BLOOD LIPIDS FROM OXIDATIVE STRESS. THE CLAIM MAY BE USED ONLY FOR OLIVE OILS, CONTAINING AT LEAST 250 MG OF HYDROXYTYROSOL, TYROSOL OR THEIR DERIVATIVES PER 1 KG OF OLIVE OIL AND THE BENEFICIAL EFFECT IS OBTAINED WITH A DAILY INTAKE OF 20 GR OF OLIVE OIL.



# THE ANCIENT GREEK TASTE UNCHANGED.

## A-MFO-RA I-CONS MOUNTAIN

**THE** ANCIENT GREEK OMPHACIUM OR OMOTRIVES IS THE NATURAL JUICE FROM OLIVES PRODUCED FROM THE UNRIPE FRUIT. IT CONSTITUTES A GREEN OLIVE OIL OF COLD PRESSION WITH AN EXTREMELY HIGH CONTENT IN POLYPHENOLS THAT OFFER STRONG ANTIOXIDANT PROPERTIES. THE VARIETY OF AMFISSA IS RICH IN FLAVOURS OFFERING AN EXCELLENT GASTRONOMIC AND PRICELESS VALUE AND ROLE IN SECURING AND PROTECTING YOUR HEALTH.

## Tasting Sensations

**Fruity:**5,1

**Bitter:**3,7

**Spicy:**4,2

### Location

Stylis Fthiotis, Mount Othrys

### Single Variety

Amfissis

### Early Harvest

1th - 15th of October

### Extraction

Coul-pressed under 27 C,unfiltered



## THE IDEOGRAMS OF OLIVE, OLIVE TREE AND OLIVE OIL IN THE OLDEST ALPHABET IN THE WORD <THE LINEAR B>



### FLAVOURS UNCHANGED FROM CENTURY TO CENTURY: SAME FROM ONE GENERATION TO THE OTHER.

AN UNUSUAL NAME FOR AN OLIVE OIL CONTAINING HIDDEN INSIDE IT EXCELLENT QUALITY IN A DELICATE PACKAGING. IT COMES FROM THE EDGES OF MOUNT OTHRYS, THE MOUNTAIN OF TITANS, FROM AN ALTITUDE OF 480 METERS, INSIDE A SPECIALLY DESIGNED GLASS BOTTLE, WITH A CERTIFIED HEALTH CLAIM. ITS NAME MEANS <<IMAGES OF AMPHORA>>. THE ANCIENT GREEK AMPHORAE WERE USED FOR THE TRANSPORTATION OF OLIVE OIL 5000 YEARS AGO, DURING THE MINOAN PERIOD.

### THE IDEOGRAMS ON THE GLASS DERIVE FROM LINEAR B, THE OLDEST

WRITTEN LANGUAGE IN EUROPE AND THE FIRST GREEK SCRIPT. IDEOGRAMS FOR OLIVES, OLIVE OIL AND OLIVE TREES CAN BE





# AWARDS

**BEST OF GREECE**  
BEST EVO OF COUNTRY



**TOP TEN**  
THE FIRST 10 EVOO'S  
WITH MORE THAN 95 POINT



**GRAND PRESTIGE**  
**GOLD**  
(WITH 86-90 POINTS)



**eliteoliveoils**  
**GOLD AWARD**

BERLIN OLIVE OIL AWARDS 2020

**Berlin Olive Oil**  
GLOBAL OLIVE OIL AWARDS



**GOLD AWARD**

LONDON IOOC 2020 (London International Olive Oil 2020)



OLYMPIA AWARDS 2020  
**SILVER AWARD**

TRUE TO OUR VALUES

# FROM VARIETY AMFISSIS

A TASTE THAT TRAVELS  
INTACT FROM ANCIENT  
GREECE UNTIL TODAY.



TRUE TO OUR VALUES:

AN UNKNOWN, UP TO NOW, OLIVE OIL VARIETY.

AN UNUSUAL NAME TRAVELING BACK IN TIME THROUGH THE ANCIENT GREEK AMPHORA AND THE LINEAR B IDEOGRAMS.

FROM A SPECIFIC REGION WITH ALTITUDE THAT OF 400 UP TO 500 METERS ON THE EDGES OF MOUNT OTHRYS.

A PARTICULAR MICROCLIMATE WITH COLD TEMPERATURES, INTENSE SUNSHINE CREATING A NATURAL ECOSYSTEM OF PLANTS AND ANIMALS.

ANHYDROUS OLIVE TREES WATERED ONLY BY NATURAL RAINFALLS, CONSTITUTING A SUSTAINABLE CULTIVATION.

THE A-MFO-RA ICOS MOUNTAIN OLIVE OIL CONSTANTLY RECEIVES CULINARY AWARDS IN THE GREATEST GLOBAL COMPETITION REGARDING THE FLAVOURS PROVIDED BY THE AMPHISSA VARIETY.

HEALTH PROTECTION VALUE: CERTIFIED BY THE DEPARTMENT OF PHARMACOGNOSY AND CHEMISTRY OF NATURAL PRODUCTS FROM THE UNIVERSITY OF ATHENS

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WITH THE USE OF MODERN TECHNOLOGY AND IN COLLABORATION WITH SCIENTISTS FROM THE UNIVERSITY OF ATHENS AND EXPERTS WITH GREAT



MORE THAN A **HIGH-QUALITY**  
GOURMET PRODUCT, IT ACTS AS A  
PROTECTIVE SHIELD FOR YOUR  
**HEALTH!**



THE **A-MFO-RA I-CONS MOUNTAIN** HAS BEEN CREATED FOR  
ALL THOSE THAT DESIRE TO COMBINE GASTRONOMY AND A  
HEALTHIER LIFE.

THE A-MFOR-RA I-CONS MOUNTAIN IS A PRODUCT THAT LIES SOMEWHERE BETWEEN FOODS AND  
MEDICINE, A PRIME SPECIMEN OF THE TEACHINGS OF THE MEDICAL SCHOOL OF HIPPOCRATES, THE  
GREEK ANCIENT OMPHACIUM OR OMOTRIVES.



## ORIGINS

# GREECE

## THE SPECIAL MICROCLIMATE OF THE REGION

THE OLIVE TREES ARE WATERED ONLY BY RAINFALL HAVING AS A RESULT THE CREATION OF A NATURAL ECOSYSTEM OF AROMATIC PLANTS. THE ALTITUDE, PLenty OF SUNSHINE, THE PARTICULAR ORIENTATION OF OUR OLIVE GROVES ALONG WITH MILD RAINFALLS AND TEMPERATURES ALL-YEAR ROUND IN THE SPECIFIC REGION, CREATE A SPECIAL MICROCLIMATE THAT PROVIDES US WITH A PRODUCT CONTAINING VERY HIGH CONCENTRATION IN POLYPHENOLS ACCOMPANIES BY ALL RELEVANT CHEMICAL AND ORGANOLEPTIC ANALYSES.

## FROM THE ANCIENT GREEK OLIVE GROVE OF AMPHISSA AT THE EDGES OF MOUNT OTHRYS

**THE AMPHISSA** VARIETY FROM THE EDGES OF MOUNT OTHRYS, THE MOUNTAIN OF TITANS THE AWARD-WINNING A-MFO-RA I-CONS MOUNTAIN OLIVE OIL COMES FROM THE AMPHISSA VARIETY FROM OLIVE GROVES CULTIVATED ON THE EDGES OF MOUNT OTHRYS, AT AN ALTITUDE OF 480 METERS ABOVE THE MOUNTAINOUS VILLAGE OF PALAIOKERASIA, AT EAST PHIOTIDA.

IT IS A VERY DEMANDING VARIETY WHICH, UNDER THE RIGHT CONDITIONS AND CARE, PRODUCES EXTRA VIRGIN OLIVE OIL OF EXCELLENT QUALITY, WITH INTRICATE FLAVOURS AND EXTREMELY HIGH CONCENTRATION IN POLYPHENOLS

IT IS ESTIMATED THAT ON THE EDGES OF MOUNT OTHRYS THERE ARE UP TO 30000 OLIVE TREES AGED BETWEEN 100 UP TO 1000 YEARS, BOTH WILD AS WELL AS CULTIVATED.

MOUNT OTHRYS LIES IN THE BORDERS OF CENTRAL GREECE. ITS ROCKY, DRY SOILS CREATE PERFECT CONDITIONS FOR GROWING OLIVES. IN ANCIENT GREEK MYTHOLOGY IT WAS THE DIVINE MOUNTAIN OF THE TITANS AND HOME TO THE KINGDOM OF THE MYRMIDONS LED BY ACHILLES.



## THE FAMILY

FOR THE BALATSOS FAMILY, THE HARVESTING OF OLIVES IS A FAMILY TRADITION SINCE 1917. THE A-MFORA I-CONS IS ESTABLISHED IN 2016 BY GIORGOS BALATSOS IN ORDER TO BRING TO YOUR TABLE A SECRET THAT GOES BACK 4 GENERATIONS ALONG WITH HIGH-QUALITY OLIVE PRODUCTS THAT WILL SATISFY EVEN THE MOST REFINED PALATE.

## WHO ARE YOU

WE ARE A TRADITIONAL, FAMILY-RUN UNIT SPECIALIZING IN THE PRODUCTION AND PREPARATION OF HIGH-QUALITY AND NUTRITIOUS VALUE TASTEFUL GREEK PRODUCTS THAT ARE BASED IN OLIVE OIL. ON THE BASIS OF FOUR-GENERATIONS EXPERIENCE ALONG WITH OUR ANCESTORS' SECRET AND THE HELP OF TECHNOLOGY AND SCIENCE THROUGH THE CONTROL OF PRODUCTION WITH NATURAL METHODS, WE HAVE CREATED A LINE OF PRODUCTS OFFERING THE BEST OF THE GREEK NATURE. THIS IS BECAUSE WE ARE AWARE THAT THE SUCCESS IN THE PRODUCTION OF A PRODUCT WITH PREMIUM CHARACTERISTICS LIES IN THE DETAILS.

## OUR VISION

WE ENVISION THE CREATION OF AUTHENTIC GREEK PRODUCTS SO AS TO PROMOTE GLOBALLY THE RICHES OF THE GREEK EARTH, THE OLIVE CULTURE, THE ANCIENT GREEK CULTURE REGARDING TASTES, THE MEDITERRANEAN CUISINE AND OUR ANCIENT CULINARY HERITAGE. WE WOULD LIKE TO SHARE WITH YOU THE TREASURE OF GREEK GASTRONOMY AND OFFER TO OUR CONSUMERS AN UNEXPECTED CULINARY

## TRUE TO OUR VALUES

100% NATURAL PRODUCTS, SUPERCENTENARIAN OLIVE TREES, GREEN HARVESTING, TRADITIONAL METHODS, RESPECT IN NATURE AND HUMANS, SUSTAINABLE CULTIVATION.

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