

## GREECE

### FEDERATION

Federation of Hellenic Food Industries - SEVT

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SEVT is the official body representing the interests of the Hellenic Food and Drink Industries at National, European and International level. The Greek Food Industry is a dynamic, competitive and extrovert sector and is investing in quality, safety and the delivery of healthy products at the best possible price. SEVT strongly believes that innovation is the cornerstone for future growth and competitiveness in Greece and Europe. Research and innovation play a key-role in pushing the industry forward and helping manufacturers to remain competitive. In this context SEVT has taken the initiative to organise ECOTROPHELIA since 2011 as it consider it to be an excellent opportunity to:

- Promote new innovative ideas that will contribute to the progress of industry,
- Encourage and support the new generation in all European countries,
- Bridge the gap between research/development and market and
- Enable SMEs specially to exploit the opportunities inherent in environmental concerns.



ΣΥΝΔΕΣΜΟΣ ΕΛΛΗΝΙΚΩΝ ΒΙΟΜΗΧΑΝΙΩΝ ΤΡΟΦΙΜΩΝ

## “CAROBITES”

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#### “CAROBITES”

“Carobites” is a Ready-To-Eat, on the go, sweet snack of high nutritional value based on carob combined with the innovative technology of edible coatings. “Carobites” along with its ecological-friendly character, comes to fulfill consumers’ demands for indulgent, healthy, high energy and convenient products. Due to the inherent sweetness of carob, “Carobites” has only naturally occurring sugars and contains no preservatives. From nutrition aspect, “Carobites” is high in monounsaturated fat and dietary fibers, while it is a source of vitamin E and minerals such as calcium, iron, potassium, and manganese which are known to promote well-being. Moreover, “Carobites” has a low glycemic index and glycemic load, rendering it suitable for diabetics and people on diet. Integration of innovating technology of edible coatings enhances its stability and handling (portioning), while the limited processing requirements along with its recyclable package enforce “Carobites” ecological character. Therefore, “Carobites” is the natural energy-, nutrition- and health- boost that everyone needs everyday, everywhere, anytime! “Carobites” is the best-for-you snack!



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