



Press Release

Hellenic Catering to Showcase Innovative Greek Food Solutions at SIAL

Hellenic Catering, one of Greece's leading food production companies with over 40 years of experience in the development of high-quality food solutions, is pleased to announce its participation in SIAL, one of the world's most influential food innovation exhibitions.

Hellenic Catering's presence at SIAL represents an important milestone in the company's strategic effort to strengthen its international footprint and expand its presence in global markets. Through this participation, the company aims to present its modern approach to food development and production, combining authentic Greek gastronomy, innovation, convenience, and the evolving needs of today's consumers.

The exhibition offers an ideal platform for Hellenic Catering to connect with industry professionals, distributors, and retailers seeking innovative, high-quality food solutions inspired by Mediterranean cuisine. The company aspires to explore new business opportunities and establish strategic partnerships in international markets, with particular emphasis on the retail sector and supermarket distribution channels.

Showcasing Three Distinct Product Categories

At SIAL, Hellenic Catering will introduce three core product categories that reflect the company's expertise in combining tradition with contemporary consumer trends.

1. Ready Meals: Authentic Greek Cuisine Made Convenient

The Ready Meals range highlights classic and modern Greek recipes, bringing the flavors of contemporary Greek cuisine to consumers in convenient, ready-to-enjoy formats. The range offers authentic Greek meals that are developed combining carefully selected ingredients with a technology that preserves freshness, taste, and nutritional value.

The Ready Meals portfolio includes:

- Classic Moussaka
- Vegetarian Moussaka
- Classic Pastitsio
- Meatballs with Mashed Potatoes



- Aegean Chickpea Stew
- Chicken Tigania
- Oven-Baked Eggplants with Feta Cheese

These products are designed to deliver a genuine Greek dining experience, while offering ease of preparation and consistent quality for both retail and foodservice channels.

2. Guru Burgers: A New Generation of Ready-to-Heat Burgers

The Guru Burgers range combines innovative packaging technology with fast, easy preparation and ultimate convenience, offering consumers a modern burger experience wherever they are. Designed for convenience without compromising on quality, Guru Burgers can go directly from the refrigerator to ready-to-eat in just minutes, perfect for enjoying at home or on the go.

The range includes:

- Cheeseburger
- Chicken Burger
- BBQ Burger
- Salmon Burger
- Vegetarian Burger

By combining convenience, taste, and premium ingredients, Guru Burgers address the increasing demand for quick meal solutions that fit contemporary lifestyles.

3. Desserts: Naturally Sweet, Inspired by Greece

Hellenic Catering will also present a distinctive dessert range that combines indulgent flavors with natural sweetening alternatives such as Greek honey, carob syrup, and agave syrup. Inspired by ingredients that are deeply rooted in Greek tradition, the range showcases natural sweetness and authentic Mediterranean character.

The dessert portfolio also includes no-added-sugar options that are designed to respond to growing consumer demand for balanced indulgence and better-for-you dessert alternatives.

Hellenic Catering: A Trusted Partner for International Markets



Founded in Greece and trusted since 1980, Hellenic Catering specializes in Greek-inspired food solutions for both consumers and professionals. The company combines authentic Mediterranean flavors, innovative product development, extensive market knowledge and advanced production capabilities to create high-quality products tailored to international market needs.

With a production capacity of 70 tons per day, more than 60,000 annual deliveries and customer visits, two distribution centers, and its own fleet of refrigerated vehicles, Hellenic Catering is well-positioned to support international growth and large-scale partnerships. The company is also certified according to internationally recognized standards to ensure quality, safety, and responsibility across its operation.

Through continuous investment in innovation, sustainability, and operational excellence, Hellenic Catering continues to bring the richness of Greek culinary heritage to consumers around the globe.

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