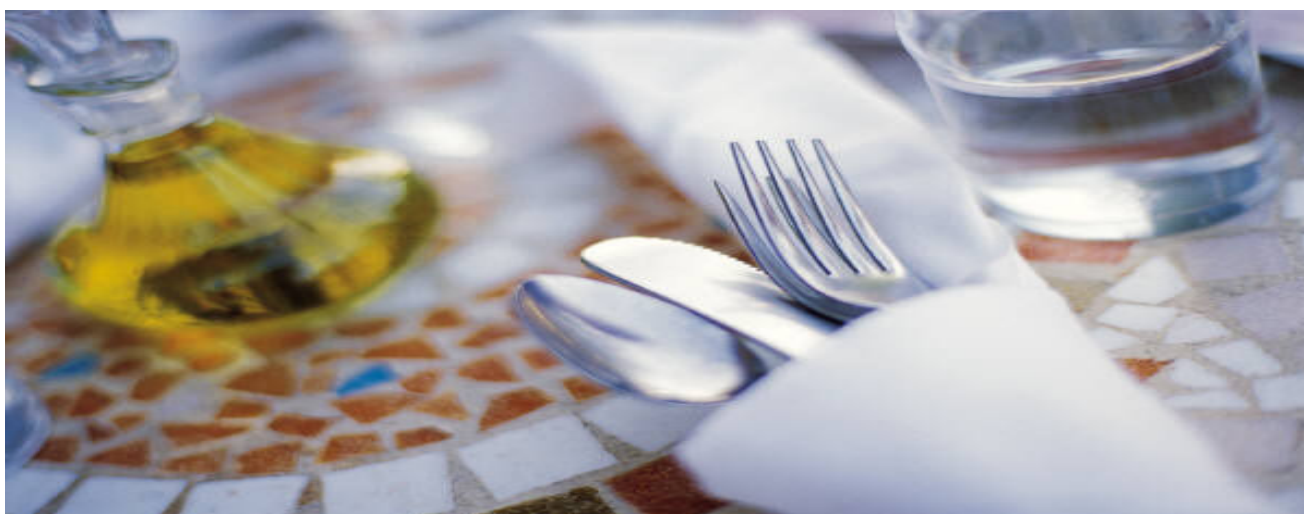




MARKET SURVEY

The popularity of olive oil, the frequency of its consumption, the important factors that determine its attractiveness, the main drivers behind the preference of consumers for olive oil, as well as the popularity of substitute products



MAY 2013

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PREPARATION OF THIS SURVEY

Type of survey: written online questionnaire

Date of survey: 13/02/2013 – 13/04/2013

Profile of respondents: importers, distributors, packagers and consumers of olive oil in various countries and in Greece

Purpose of survey: to extract conclusions about the popularity of olive oil, the frequency of its consumption, the important factors that determine its attractiveness, the main drivers behind the preference of consumers for olive oil, as well as the popularity of substitute products

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CONCLUSIONS

According to the respondents, olive oil maintains its attractiveness as a nutritious and healthful food that is mostly popular as ingredient in salads, in baked foods and in sauces. Supermarkets and producers (through direct purchases) constitute the most popular centers of olive oil retail distribution. Moreover, olive oil is used almost every day by the majority of respondents and most of them are informed about the benefits of the product, namely about olive oil's positive effects on cardiac health, given its high content of monounsaturated and omega-9 fatty acids. Quality and price stand as the primary factors for the preference of olive oil vis-à-vis other vegetable oils and fats, such as butter and margarine. The reasons one would not choose olive oil over other vegetable oils are mainly due to its high price and its heavy taste. Moreover, few respondents consider olive oil non-fattening ingredient, however no explicit conclusions can be made given that the quantity of consumption that leads to weight gain was not specified in the survey. Finally, magazines, newspapers and the TV are the most popular means of olive oil communication/advertisement towards the public, with the majority of this communication affecting positively the consumer.

Note: The survey was conducted by VRS, in cooperation with SEVITEL the Greek Association of Industries and Processors of Olive Oil.

RESULTS

1. The vast majority of the respondents answered that they consumed olive oil, demonstrating the important position and popularity of olive oil in modern and especially Mediterranean diet.
2. More than 98% of the respondents answered that they use olive oil in salads, 95.3% in casserole dishes, 93.6% in oven-baked foods, 92.3% in oily foods, 86.7% in sauces and 54% in other foods. These answers confirm the popularity of olive oil as an important ingredient of salad dressings (either by itself or in combination with other ingredients such as vinegar) and casserole dishes.
3. Supermarkets are the most popular centers of olive oil distribution according to the respondents (41.3%). Producers and relatives follow closely (37.6% and 34.3% respectively). Direct olive oil purchases from acquaintances and oil mills trail by significant margins (12.5% and 9.8% respectively).
4. The frequency of olive oil consumption is heavily concentrated towards very frequent consumption. 90.4% of respondents claimed that they consume olive oil almost every day, 6.9% 2-3 times per week and only 0.7% responded that they consumed it almost every fifteen days.
5. 95.6% of respondents answered that they are cognizant of the benefits of olive oil, whereas 2.9% implied that they needed more information regarding these benefits.
6. 94.75%, 4.75% and 0.5% of respondents hold “very good”, “good” and “mediocre” opinions regarding olive oil, indicating that olive oil brand has very good reputation among respondents.
7. Quality stands as the most important factor for the selection of certain olive oil brands (94%). Price (41.5%), packaging/bottling (12.5%) and advertisement method (2.7%) trail by significant margins.

RESULTS (continued)

8. Other vegetable oils that are used by the respondents are butter (50%), margarine (35%), sunflower oil (21.8%) and corn oil (19.6%).

9. The main benefits of olive oil according to the respondents are the following: health benefits (90.1%), better taste (62.6%), heart benefits (58.2%), pureness/no preservatives (52.8%), nutritiousness (49.1%). On the other hand, few respondents consider that olive oil does not lead to weight gain (6.1%).

10. As for whether there are any reasons for which one chooses not to use olive oil, most respondents replied that they may not consider preferring olive oil to other products because the former is an expensive product (42% of those who chose to reply to this question). The second most important reason is “heavy taste” (29%) followed by other reasons (15.9%), “difficulty to find the product” (8.6%) and the fact that other family members dislike the product (4.3%).

11. As to whether the respondents have recently watched or read any advertising campaign / announcement regarding olive oil, 43.9% of the respondents have located advertisements in magazines / newspapers, 31.2% on TV, 20.6% in specialized (esp. medical) magazines, 10% in shops that sell olive oil / supermarkets, 9.8% from doctors and 6.8% on the radio.

12. The communication one has watched or heard regarding olive oil affected him/her positively (82.4%), neutrally (16.5%) and negatively (1.1%).

RESULTS WITH GRAPHS

FIGURE 1: Do you consume olive oil?

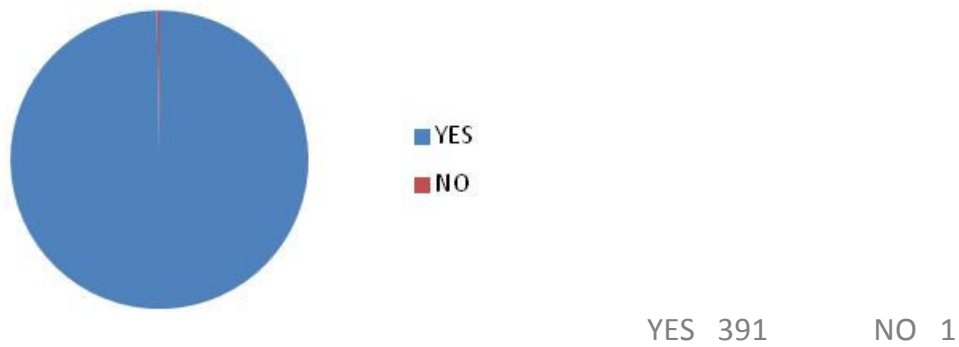


FIGURE 2: If YES, in what circumstances?

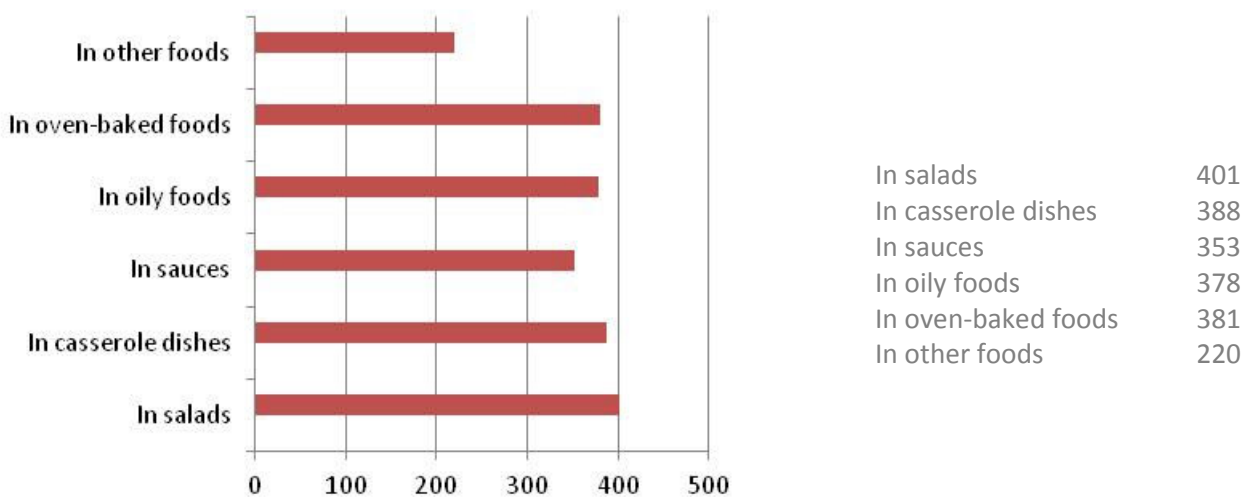


FIGURE 3: If YES, where do you shop olive oil from?

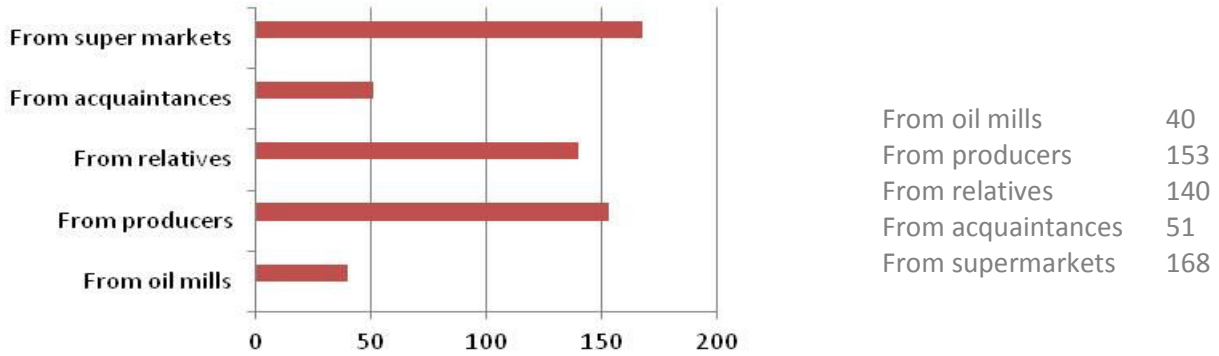


FIGURE 4: How often do you consume olive oil?

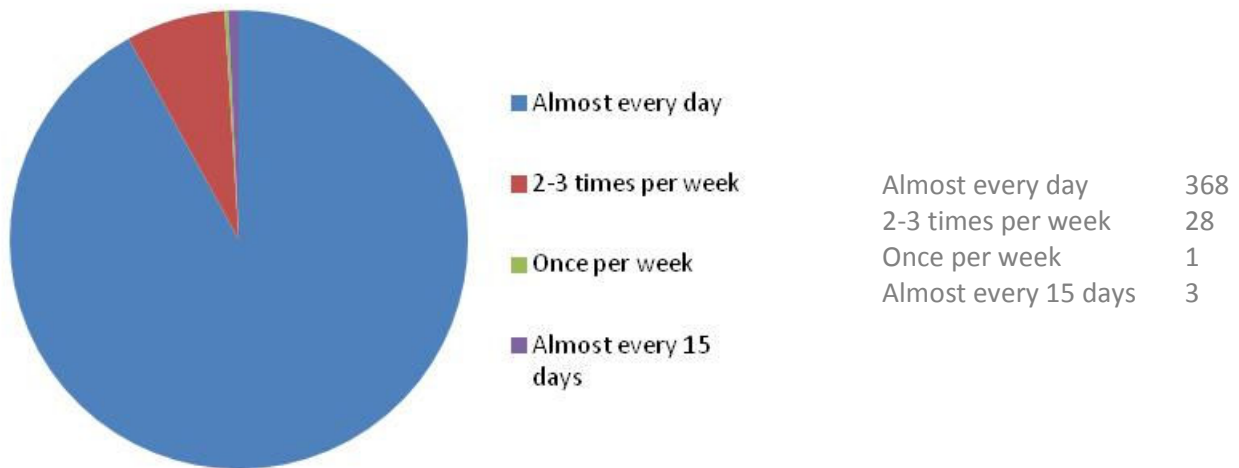


FIGURE 5: Are you informed about the benefits of olive oil?

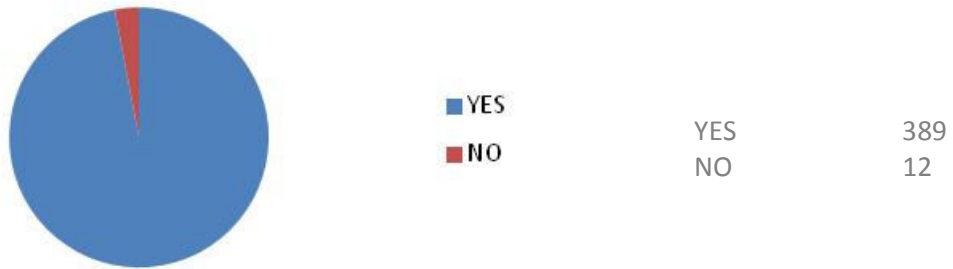


FIGURE 6: What is your opinion about olive oil?

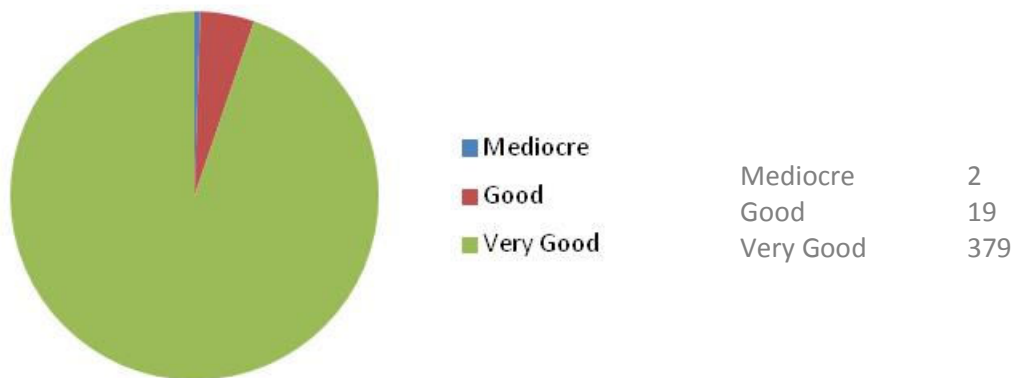


FIGURE 7: What factors affect your choice while buying olive oil?

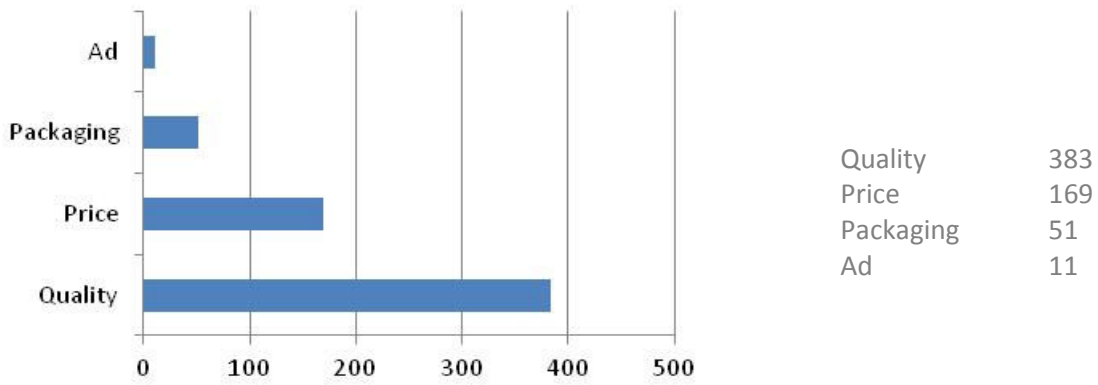


FIGURE 8: What other vegetable oils and fats do you use at home?

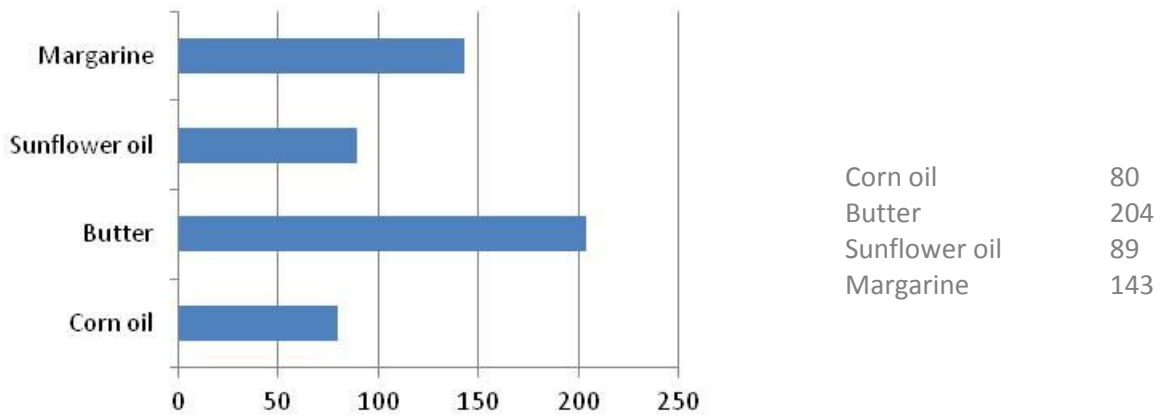


FIGURE 9: What are the main benefits of olive oil in your opinion?

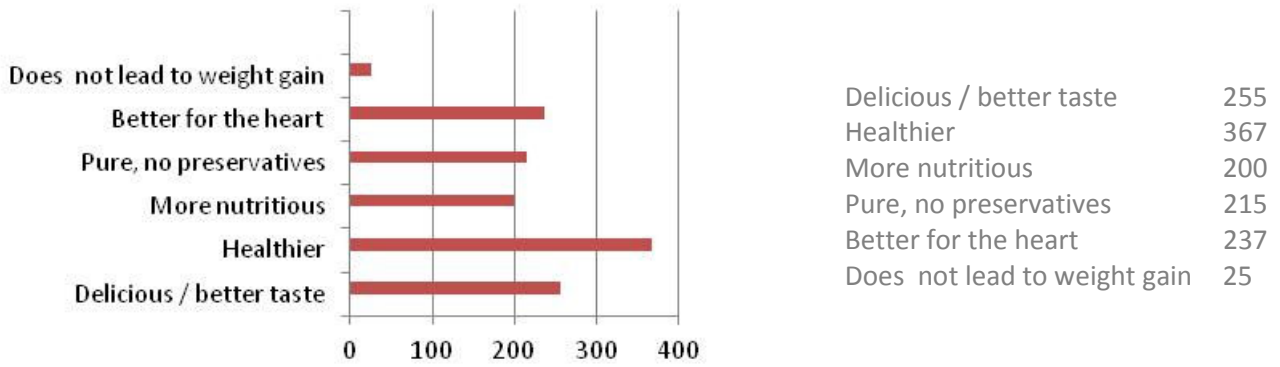


FIGURE 10: Are there any reasons for which you chose or would choose not to use olive oil?

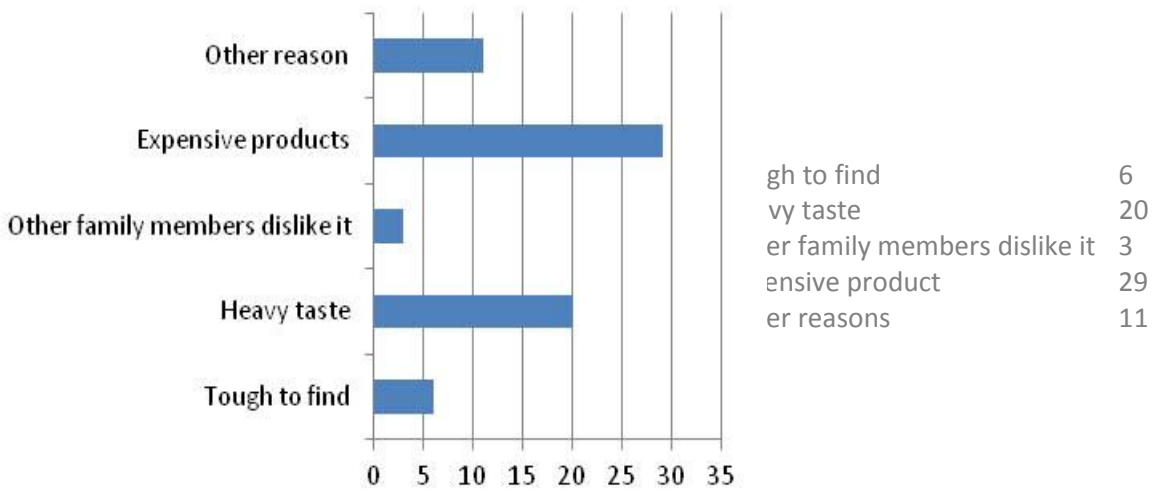


FIGURE 11: Have you watched any advertising campaign or read any announcement regarding olive oil recently?

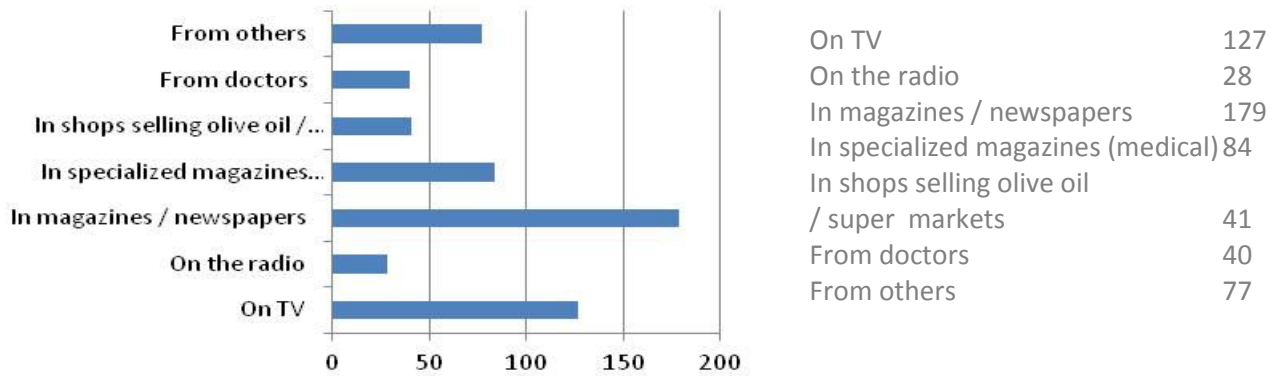
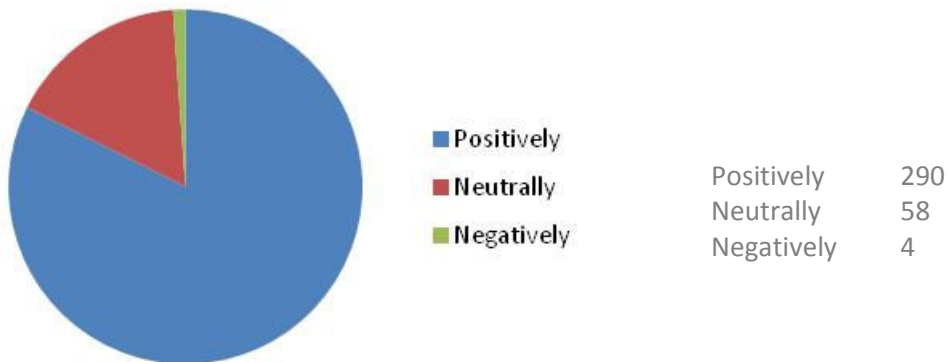


FIGURE 12: The communication you watched or heard regarding olive oil affects you...



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EXTENSION TO THIS SURVEY

Type of Survey: written online questionnaire

Profile of respondents: importers, distributors, packagers and consumers of olive oil in various countries and in Greece.

Purpose of survey: to extract conclusions about the popularity of olive oil, the frequency of its consumption, the important factors that determine its attractiveness, the main drivers behind the preference of consumers for olive oil, as well as the popularity of substitute products.

Conclusions: According to the respondents, olive oil maintains its attractiveness as a nutritious and healthful food that is mostly popular as ingredient in raw and baked salads, in vegetable dishes, as well as in sauces. The vast majority of the respondents use it almost every day. Greece, Italy and Spain are the most popular olive-oil producing countries and Greek olive oil is the preferred one among olive oils of other origin. Most respondents prefer olive oil because of its health benefits and its taste. Magazines, newspapers, supermarkets and TV are the most popular channels of olive oil communication/advertisement towards the public and most of the respondents maintain a positive stance towards this communication.

Note: The survey was conducted by VRS, in cooperation with SEVITEL the Greek Association of Industries and Processors of Olive Oil.

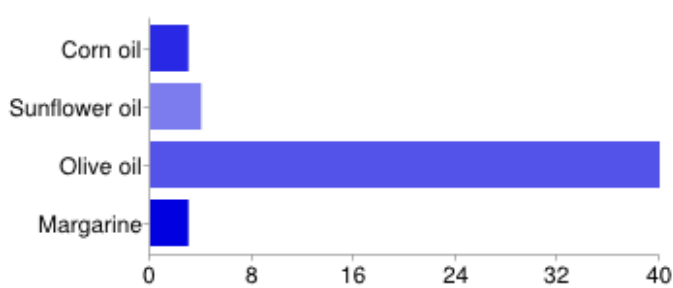
RESULTS

1. Olive oil has primacy over other vegetable oils in terms of most frequent use in cooking. Sunflower, margarine and corn oil trail olive oil by significant margins.
2. The overwhelming majority of respondents use olive oil in cooking. 98% of the respondents answered that they use olive oil for cooking purposes.
3. 90% of the respondents use olive oil in cooking almost every day. 8% use 2-3 times per week and 3% once a week.
4. Respondents use olive oil in various contexts. Slightly more prevalent is the use of olive oil in raw salads as dressing, as well as in vegetable dishes, cooked salads and legumes.
5. The most popular country that produces olive oil according to the respondents is Greece, although the largest oil olive producers in the world are Spain and Italy.
6. 74% of respondents use Greek olive oil, versus 19% and 5% who prefer to use Spanish and Italian respectively.
7. The health and nutritional benefits of olive oil seem to be well-known to the majority of respondents (58% of the answers involved olive oil's health, nutritional and cardiac benefits). Moreover, a significant portion of respondents (83% of respondents) answered that they prefer olive oil for its better taste.
8. The trend in terms of the reasons why one decides not to use olive oil is not apparent, since most of the respondents chose not to answer this question, given they use olive oil frequently.
9. Half of the respondents (21/42) answered that the advertising campaigns they watched regarding olive oil came from magazines/newspapers. 28.57% of respondents answered that they watched advertising campaigns from stores where olive oil is sold/supermarkets, whereas 23.18% of the respondents answered that they got the information on the health benefits of olive oil from doctors.
10. Most respondents maintain positive stance towards olive oil campaigns they have watched or read about.

RESULTS WITH GRAPHS

FIGURE 1

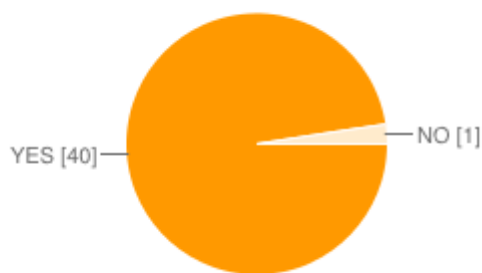
1. Which vegetable oils and fat do you use at home?



Corn oil	3	6%
Sunflower oil	4	8%
Olive oil	40	80%
Margarine	3	6%

FIGURE 2

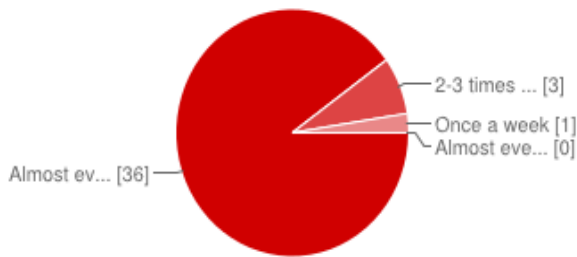
2. Do you use olive oil in cooking?



YES	40	98%
NO	1	2%

FIGURE 3

3. How often do you use it in cooking?



Almost every day	36	90%
2-3 times a week	3	8%
Once a week	1	3%
Almost every 15 days	0	0%

FIGURE 4

4. In which food do you use olive oil?

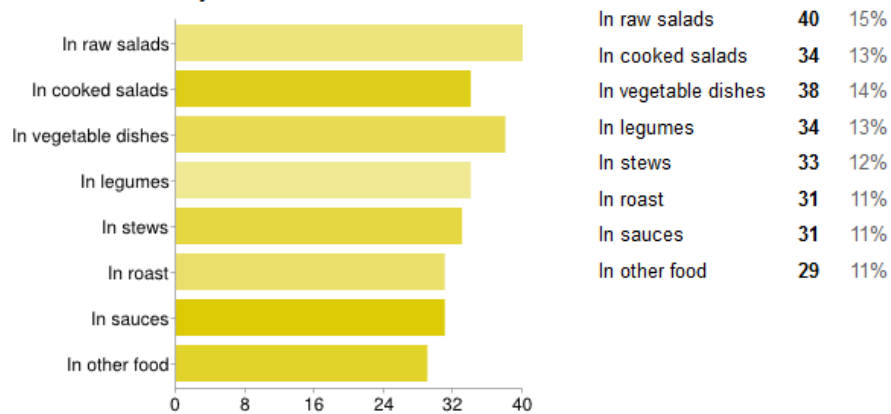


FIGURE 5

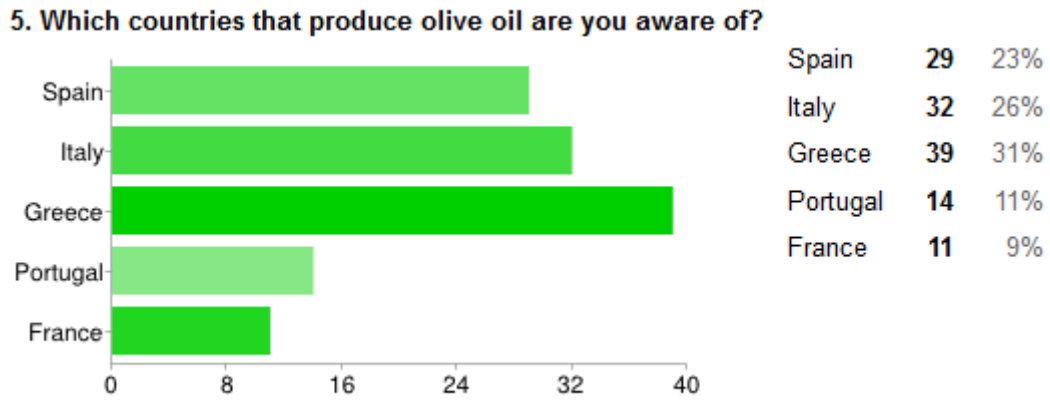


FIGURE 6

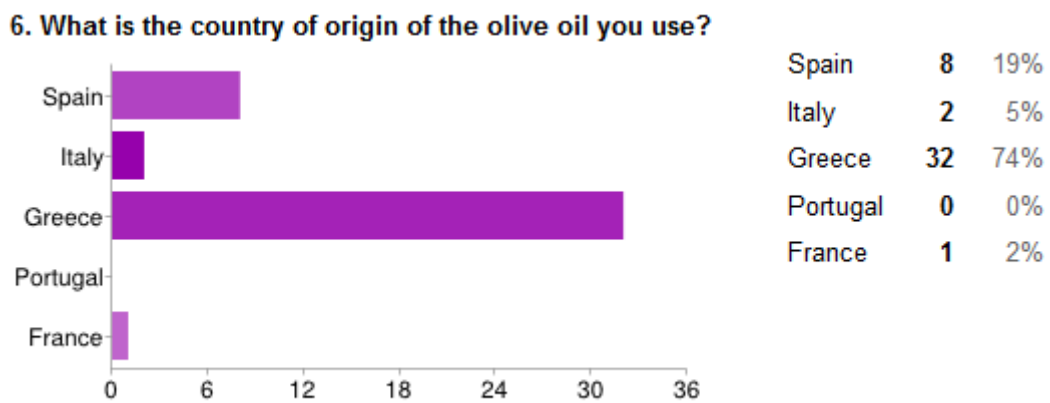


FIGURE 7

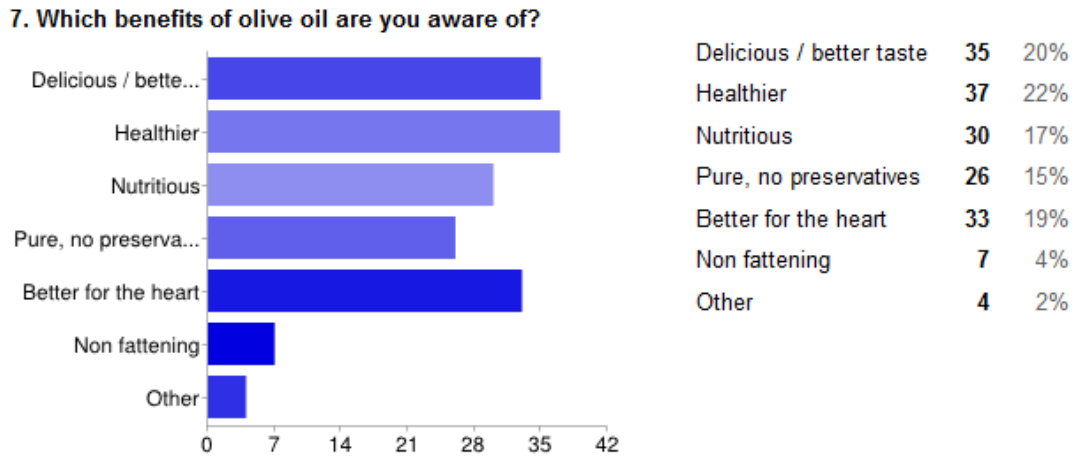


FIGURE 8

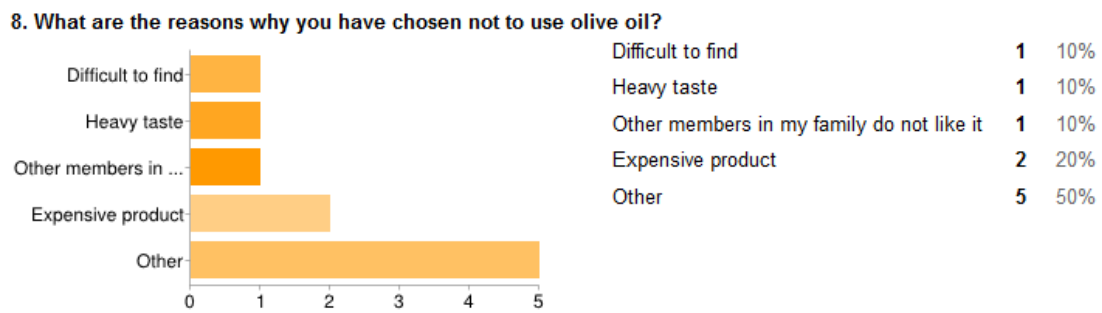


FIGURE 9

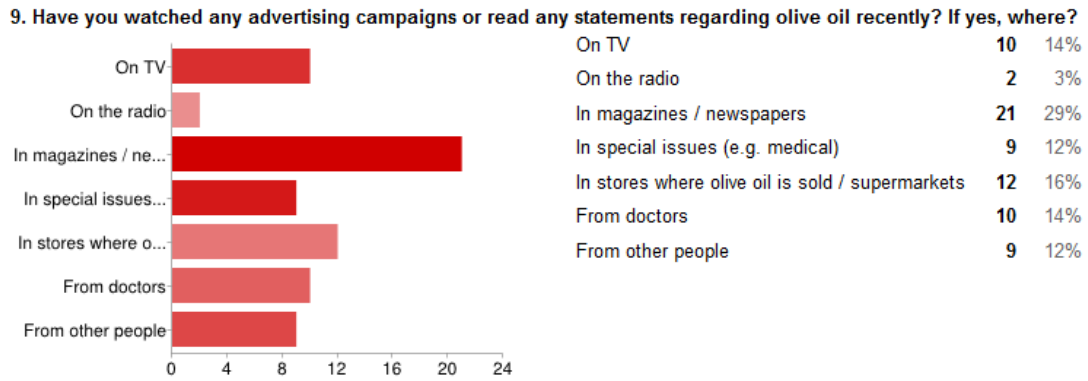
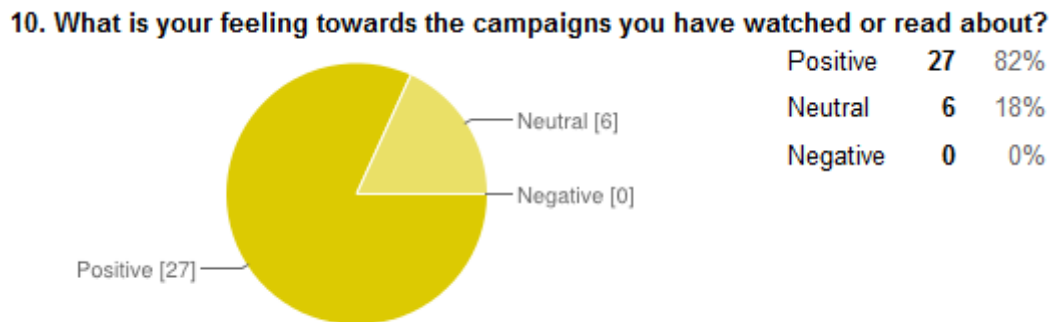


FIGURE 10



CONSUMERS' RESEARCH QUESTIONNAIRE

In countries other than Greece & Cyprus

1. Which vegetable oils and fat do you use at home?

Corn oil
Sunflower oil
Olive oil
Margarine

2. Do you use olive oil in cooking?

YES PLEASE GO QUESTION 3
NO PLEASE GO QUESTION 9

3. Do you use it as a basic ingredient of your diet every day or occasionally?

Basic ingredient 1
Occasionally 2

4. How often do you use it in cooking?

Almost every day 1
2-3 times a week 2
Once a week 3
Almost every 15 days 4

5. In which food do you use olive oil?

In raw salads
In cooked salads
In vegetable dishes
In legumes
In stews
In roast
In sauces
In other food

6. Which countries that produce olive oil are you aware of?

- Spain
- Italy
- Greece
- Portugal
- France

CONSUMERS' RESEARCH QUESTIONNAIRE (continued)

7. Which country does the olive oil you use come from?

- Spain
- Italy
- Greece
- Portugal
- France

8. Which benefits of olive oil are you aware of?

- Delicious / better taste
- Healthier
- Nutritious
- Pure, no preservatives
- Better for the heart
- Non fattening
- Other reasons

9. What are the reasons why you have chosen not to use olive oil?

- Difficult to find
- Heavy taste
- Other members in my family do not like it
- Expensive product
- Other reasons

10. Have you watched any advertising campaigns or read any statements for olive oil recently? If yes, where?

- On TV
- On the radio
- In magazines / newspapers
- In special issues (e.g. medical)
- In stores where olive oil is sold / supermarkets
- From doctors
- From other people

11. What is your feeling towards the campaigns you have watched or read about?

- | | |
|----------|---|
| Positive | 1 |
| Neutral | 2 |
| Negative | 3 |

Thank you very much!



VALUATION & RESEARCH SPECIALISTS

CONTRIBUTORS TO THIS SURVEY

VALUATION & RESEARCH SPECIALISTS (VRS)

VALUATION & RESEARCH SPECIALISTS (VRS) is an independent firm providing advanced equity research, quality valuations and value-related advisory services to local and international business entities and / or communities. VRS services include valuations of intangible assets, business enterprises, and fixed assets. VRS's focus business is in providing independent equity research to its institutional and retail clients / subscribers. VRS is not a brokerage firm and does not trade in securities of any kind. VRS is not an investment bank and does not act as an underwriter for any type of securities.

More information: www.valueinvest.gr

SEVITEL

SEVITEL or the Greek Association of Industries and Processors of Olive Oil, a nonprofit organization and the leading body representing private industry in the field of Olive Oil in Greece, can claim a thirty - year old history. SEVITEL' s numerous members include the largest Greek processing and packaging industries as well as Olive Oil Exporters. With the purpose of aiding its members in the production and marketing of a quality product it is immediately involved in activities conducive to the overall amelioration of the sector.

More information: www.sevitel.gr/en



In co-operation with the Greek Association of Industries and Processors of Olive Oil