

## MOTIVATION



**Project: The reduction of sodium content in the production line of Halkidiki green olives**



- Modification of the production line of Prasines Elies Halkidikis PDO



## INNOVATION

Reduction in salt content of the edible flesh of **HALKIDELEAR** by >60%

- Additional measures
  - Monitoring of texture, color and other important factors throughout fermentation and storage of the product
- Vacuum packaging
  - Smart snack pack for weekly consumption

## PRODUCT DEVELOPMENT



**HALKIDELEAR**  
**HALKIDELEAR**

**ΔΕΛΕΑΡ ΓΙΑ ΤΟΥΣ ΚΑΤΑΝΑΛΩΤΕΣ**

- Γευστικές ελιές με μειωμένο αλάτι (>60%) για όλες τις ομάδες πληθυσμού σε έξυπνη συσκευασία σνακ
- Reduced sodium (>60%) tasty olives for all consumer groups in a smart snack pack

## THE COMPETITION



### THE TEAM

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### MENTOR

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CAPACITY BUILDING OF PERSONNEL IN JORDANIAN OLIVE INDUSTRY



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