



Athens, June 2nd 2022

“With love for North Evia”: A CSR action supported by Sarantis Group and KRITIKOS hypermarkets

Sarantis Group, one of the largest multinational consumer products companies with a significant international presence, leading brands and partnerships, and the Greek hypermarket chain KRITIKOS, with a dynamic presence throughout Greece, collaborate and jointly supported the Corporate Social Responsibility initiative “With love for North Evia”.



Faithful to their commitment to offer back to the society, the goal of the two companies is to support the reconstruction program of North Evia led by the Association "DIAZOMA". In the context of this program, a crowdfunding program: "The Wildflowers of North Evia" is being prepared to launch, which consists of a variety of actions that will give, in the reconstruction program of North Evia cohesion, vision and wealth. Each of these actions is not a standalone object of the specific sponsorship program, but all together compose a bouquet of "Wildflowers".

The Program aspires to utilize the participation, the volunteerism of ordinary people, associations and the business community, as well as the power of society, aiming at the renaissance of North Evia, throughout the spectrum of life.

More specifically, with the purchase of Sarantis Group products, such as: AVA, SANITAS, NOXZEMA, ORZENE, BIOTEN and STR8 from June 2nd until June 15th at KRITIKOS supermarkets, consumers will contribute in their own way to the action, as part of the proceeds will be used for the needs of the program.

With the specific Corporate Social Responsibility initiative “With love for North Evia”, we actively contribute to the rebirth of the region and to the improvement of the living standard of the people affected by the catastrophic wildfires in the summer of 2021.

Sarantis Group

Headquartered in Athens and boasting a history of over 50 years, Sarantis Group is a multinational consumer products company having leading presence in Eastern Europe and an expanding geographical footprint through own subsidiaries and strong export activity worldwide. Our mission is to uplift the mood of consumers, with beautiful simplicity that makes everyday life better, by being always nearby, working closely with our stakeholders to create value sustainably. From Personal Care, Home Care and Health Care Products as well as Luxury Cosmetics, we offer well recognized brands that have a positive impact on people’s everyday lives. With strong activity in 12 countries, and in particular in Greece, Poland, Romania, Bulgaria, Serbia, Czech Republic, Slovakia, Hungary, Northern Macedonia, Bosnia, Portugal and Ukraine, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.

ANEDIK KRITIKOS:

It all began in 1948... when Mr. Andreas Kritikos founded his first grocery store in Aegina. In 1983, his children, Nektarios, Angelos, and Dimitris Kritikos, opened the first large store on the island. In 1996 they founded ANEDIK KRITIKOS which since 2000 started to expand to all neighborhoods of Greece. In 2021 KRITIKOS continues its development in order to reach more neighborhoods in Greece by applying its new corporate identity, which is inspired by the spiral, the central element of the logo, but also by the traditional patterns on the packaging and the decoration of the traditional grocery, giving emphasis on highlighting the grocery store as the neighborhood fruit market. In this way, the basic values of KRITIKOS are expressed: authenticity, quality, economy, trust, personal care and service. Today, ANEDIK KRITIKOS operates more than 400 stores, has 6 distribution centers and has more than 2,500 employees.