

PRESS RELEASE

The hotel Creta Maris returns to the Cretan culinary culture by supporting local producers and the environment.

The return of the Creta Maris hotel complex in the Cretan culinary culture and lifestyle announced today (Monday, September 5) the Group CEO Mr. Andreas Metaxas. Flanked by representatives of the state, business and productive world, as well as special investigators, Mr. Metaxas elaborated on how the new philosophy, has as a central idea the Cretan way of life, the local agricultural production and the culture of the island. It is in fact a new tourism product with enormous economic, social and cultural impact, whose importance was emphasized by Mr. Stavros

Arnaoutakis, General Secretary of Crete Prefecture

Nikos Psilakis, journalist - writer

Maria Papakaliatis, tour operator

Manousos Manolis, vice president of the Hotel Union of Heraklion

Manolis Frangakis, President of the Cretan Olive Network and

Antonis Panagiotopoulos, President of the Greek Academy of Taste.

In a difficult season for the agricultural sector, the Creta Maris Beach Resort pioneered with its return to the Cretan culinary culture by exclusively supplying the hotel's food sector with local products. This idea will lead to a new quality standard in an effort to boost the primary sector, with substantial encouraging producers who insist on producing excellent quality products.

In collaboration with experts, such as the President of the Greek Academy of Taste, the hotel will implement a program based on the Cretan diet which will give visitors a real aspect of the traditional Cretan everyday life. Furthermore, the operation of the hotel is environmentally friendly by using pure cleaning products and making environmental actions and activities. Alongside the hotel will operate as All Inclusive to yield an integrated package of local food goods.

The new identity of the Creta Maris

Responding to the crisis we are experiencing at this time and tends to generalize, the Metaxas Group of Companies gives this a great qualitative change and a new identity for the hotel Creta Maris Beach Resort. Following the needs of its customers, it offers high quality holidays at affordable prices, with an environmentally friendly operation that relies heavily on Crete. The slogan of the new identity of the hotel will be "Green - Cretan - All Inclusive" with three words that expresses the general idea: high quality all inclusive services at a Cretan, traditional and with respect to the environment hotel complex.

It is the first time the Creta Maris Beach Resort will operate as an all-inclusive hotel. As CEO, Mr. Andreas Metaxas: "We saw that in difficult times, more and more customers want to

plan and control their total expenditures on vacation. Therefore, the all-inclusive is an idea that is gaining ground internationally. "

On the other hand, all inclusive receives strong criticism because it alienates the tourist destination of the holiday. "So we will bring Crete within Creta Maris», says Mr. Metaxas. What differentiates the Creta Maris Beach Resort from the usual All Inclusive Hotels is the triptych "environment - Crete - one affordable price." The combination of these three factors is followed for the first time as a basic concept of operation and marketing. The main objective is the visitor who decides to spend his vacation in Crete, to live a complete experience related to nutrition, culture and roots of where he came. "We want visitors to come across things that would be encountered in a Cretan village, from the dietary habits of Cretans, their dances, the sudden feasts and serenades, anecdotes and stories told around the table!". The complex, beyond the excellent quality of food and services, will have a strong entertainment team which will organize events in many places around the hotel in a daily basis.

The architecture of Creta Maris Beach Resort contributes substantially to experience the local style of leaving: a small village with quaint twisting paths, small piazzas filled with the scents and colours of a wide variety of trees and flowers, is a unique combination of tradition and luxury. A small Crete Island, arranged amphitheatrically along the rich, golden sand beach of a picturesque bay with crystal clear waters of the Cretan Sea.

The Creta Maris Beach Resort (previously named Creta Maris Convention & Golf Resort) with the new season will have a capacity of 675 rooms, suites and bungalows, 6 restaurants, 7 bars, 7 swimming pools, gym, spa and a great variety of of outdoor and indoor activities.

The gastronomic reversal

The new gastronomic identity of Creta Maris Beach Resort is a complete reversal from the general hotel standards and the «international» hotel kitchen that most hotels provide. The hotel will completely connect its culinary program with the products of Crete and the Cretan culinary culture.

In a property with two main restaurants and four a la carte, a daily program will be presented that offers visitors a choice between two different culinary Cretan menus, selected dishes from two "hosted" Greek regions and two regions of the world, mainly in the Mediterranean. The history, folklore and culinary identity will be unveiled to the guests as a play presented in the theater program.

At noon the restaurants will appear as a festival revolving street kitchen and snacks, and at the evening one restaurant will offer pure Cretan cuisine, the second one will offer half pure Italian cuisine and the third will offer an experience of different seasons or areas, such as kitchen of classical Greek, Byzantine cuisine, cuisine of Pontus, kitchen of the City and others combined with thematic events.

Events of the Cretan diet culture, such as cheese-making, feast of raki, traditional lamp cooking (“antikristo”), local traditional songs, will appear suddenly in different parts of the complex.

The program will be supplemented by a tutoring "package" of Cretan cuisine (one or two weeks program) by the Greek Academy of Taste.

The importance of the project

The idea was embraced enthusiastically by the tour-operators who believe that the public will be thrilled with the new identity of Creta Maris Beach Resort. The shift to the local production of one property with about 1500 beds capacity creates a potential for the development of Cretan products in connection with the island's tourism.