

## **Creta Maris Beach Resort participating in project FUTOURIS**

*Three special actions highlighting the indigenous varieties of Crete!*



**Creta Maris Beach Resort** confirmed its participation in the “*Project FUTOURIS e.V.: Connecting sustainable Winegrowing with the Hospitality services on Crete | 2016-17*”, by implementing **three special actions** full of **tradition** and **intense flavor of Crete**. «Kids’ planting», «Vine-cooking» and «Wine Tasting» highlighted in the best possible way the island’s long tradition in grape growing and winemaking to many tourists.

Creta Maris Beach Resort, as a member of Metaxa’s Group of Companies, participates in the “*Project FUTOURIS e.V.: Connecting sustainable Winegrowing with the Hospitality services on Crete | 2016-17*”, along with Sbokos Hotel Group, St. August winegrowers group, TUI Austria, TUI Hellas, Lyrarakis wines, Swiss Approval International and Local Food Experts – s.c.e.



The project focuses on building structures for the development of a sustainable holiday destination, addressing services and issues that expand beyond the Sun and the Sea, as well as on protecting & meeting the needs of destination residents, and on the promotion of the wine and cultural heritage of the island. In this context, Creta Maris Beach Resort designed and implemented a series of actions - events during the period of July-August 2016. The first action, “Kids’ planting” was held on Friday 29 July in the resort’s vineyard, with dozens of participating children - guests. Via this action the children came into contact with the Cretan vineyard and learned about the process of planting, taking care of it, as well as the vineyard derivatives.

### **Contact details (for Media representatives):**

**Mrs. Faye Papaioannou, Creta Maris Beach Resort**

**Tel: (+30) 28970 27072, (+30) 6945 545045**

**E-mail: [marketing@cretamaris.gr](mailto:marketing@cretamaris.gr)**



Next action was the “Vine-Cooking”, an interactive cooking class on the Cretan vineyard and its leaves, which are the basis of a very popular Greek recipe, the stuffed vine leaves. At first, the participants visited the vineyard, where they collected vine leaves, which were transported to the organic garden for the execution of the recipe. All the attendees were informed about the Cretan vineyard, the indigenous varieties of Creta Maris Beach Resort vineyard and the Futouris program and its objectives.



On Tuesday, August 23, a wine tasting of indigenous varieties was held. The action was organized with the cooperation of Lyrarakis wines, in one of the resort’s restaurants. The participants smelled and tasted wines of the Cretan vineyard, which were accompanied by traditional Cretan delicacies, while also learned about their special characteristics.

In the context of Creta Maris Beach Resort’s participation in project Futouris additional events have already been scheduled, and will take place in the near future, completing thereby the resort’s total involvement in the 2016 Futouris project. A special local action, the Traditional Cretan Harvest, will be among these events, and will offer guests the chance to experience the Cretan customs and traditions.

#### **About Creta Maris Beach Resort:**

Creta Maris Beach Resort belongs to Metaxas’ Group of Companies and has been operating since 1975. It has a capacity of 680 rooms, suites and bungalows, 6 restaurants, 7 bars, 7 swimming pools, gym, Hammam spa, Asterias Children’s Club, and a great space for outdoor and indoor activities.

#### **Σχετικά με το πρόγραμμα Futouris:**

the “Project FUTOURIS e.V.: Connecting sustainable Winegrowing with the Hospitality services on Crete | 2016-17”, was submitted to the FUTOURIS e.V. organization ([www.futouris.org](http://www.futouris.org)) by the social cooperative enterprise of LOCAL FOOD EXPERTS sc. The German non-profit organization FUTOURIS e.V. supports the implementation of sustainable development projects in destinations of interest to its members. FUTOURIS e.V. members include some of the most well-known travel agencies and tour operators. TUI Austria co-funds the Project, which is further supported by the wider TUI tourism agency. The project development started in January 2016 and will be completed in December 2017.

Please find pictures of the actions/ events on high resolution on the below link:

<https://we.tl/0RfbukRC2C>

Please find pictures of Creta Maris Beach Resort on high resolution on our site:

<http://www.maris.gr/media/image-library.aspx>

###

#### **Contact details (for Media representatives):**

**Mrs. Faye Papaioannou, Creta Maris Beach Resort**

**Tel: (+30) 28970 27072, (+30) 6945 545045**

**E-mail: [marketing@cretamaris.gr](mailto:marketing@cretamaris.gr)**