

Reaching Your Market

The Case of the Greek Liquid Gold: Authentic Extra Virgin Olive Oil Website

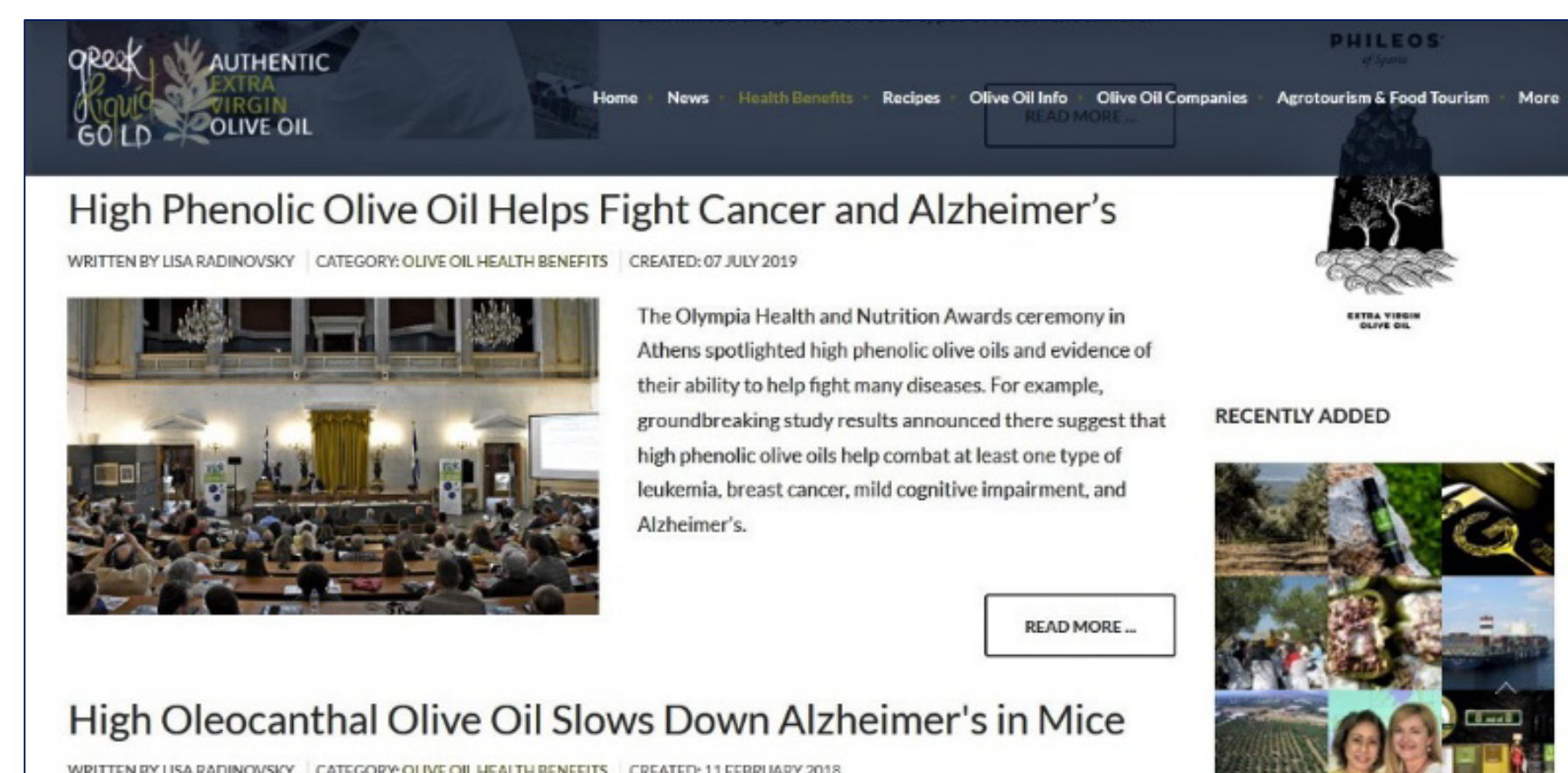
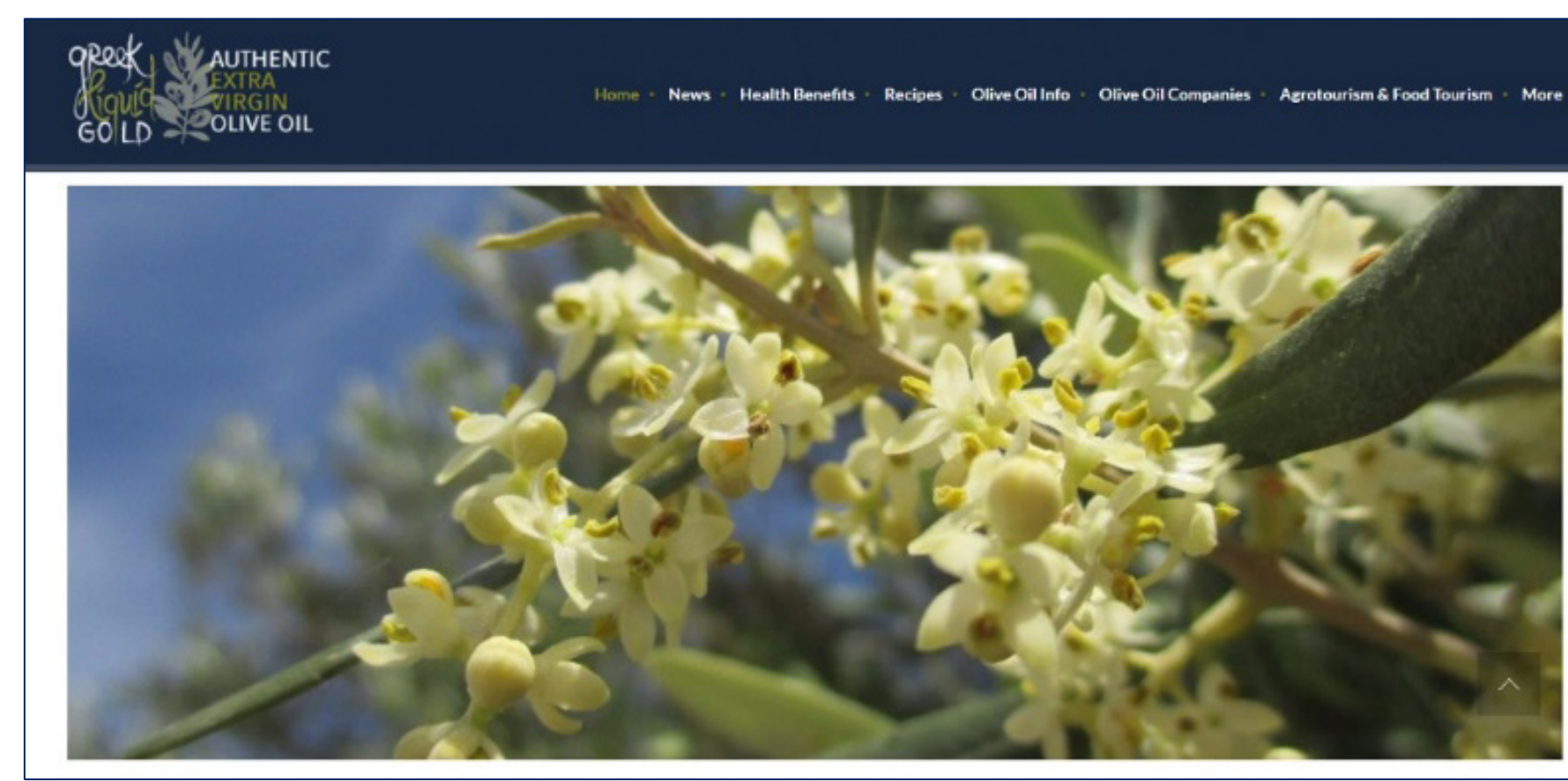
www.greekliquidgold.com

What is that?

The only wide-ranging English-language website focused on promoting the Greek olive oil sector, an up-to-date, carefully researched, in-depth information source.

More than 215 original articles and over 590 weblinks describe the high quality and health benefits of Greek extra virgin olive oil and the successes of the people who make, bottle, and export it, under 11 main headings:

- News from the Greek Olive Oil Sector
- Health Benefits
- Recipes with Olive Oil
- Olive Oil Information (the Basics)
- Olive Oil Companies in Greece
- Agrotourism & Food Tourism
- Photo Gallery
- Conferences & Classes
- Greek Innovations
- For Greek Producers
- Competitions & Awards



Greekliquidgold.com includes stories about

- Evidence that olive oil can help fight cancer, heart disease, inflammation, & dementia
- A new type of olive oil competition focused on health benefits
- A ship captain who gave up his vessel to return to his family olive groves
- An olive oil producer who invents machines and conducts hundreds of experiments
- Greek teachers, linguists, a lawyer, and others who turned to the olive oil business
- A Greek olive oil addict's approach to Thanksgiving
- A 510 euro bottle of olive oil from an ancient Greek olive tree
- Olive oil in the Mediterranean diet
- How to taste, buy, store, and use olive oil

Where is it?

Online, originating in Crete, Greece

Reaching out to consumers in **196 countries**

Directly communicating with over 104,500 readers across the globe with over 214,600 page views & more than 649,200 articles view hits

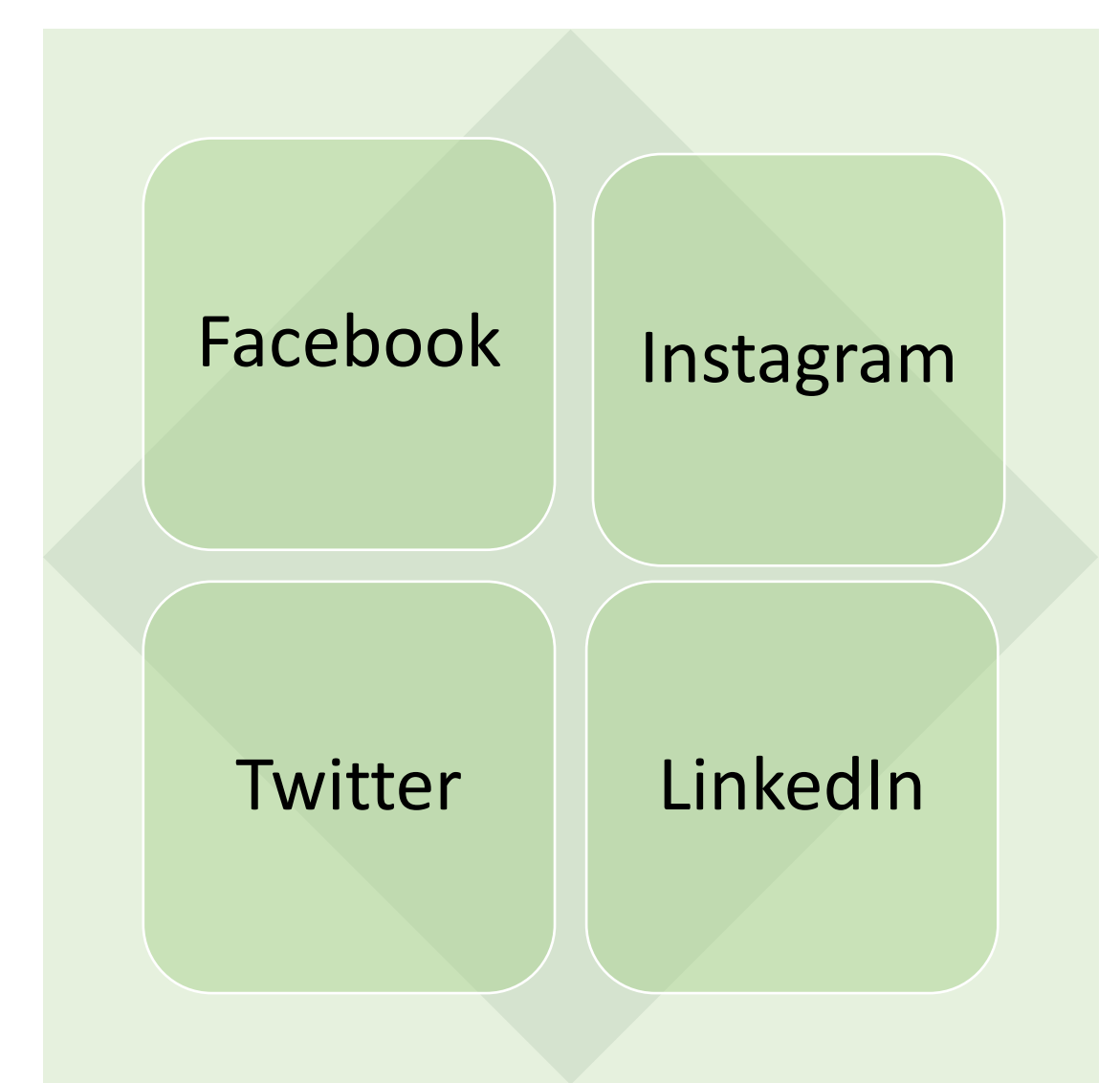
Top 10 Countries Reached (number of users)

1. USA
2. Greece
3. United Kingdom
4. Canada
5. Australia
6. Germany
7. France
8. Spain
9. Italy
10. India

Republished articles from greekliquidgold.com

are read by countless consumers in

- USA
- Australia
- Canada
- Greece
- Spain
- Other countries



Why does it exist?

- To promote the high quality and health benefits of Greek extra virgin olive oil to Anglophones worldwide
- To chronicle the international successes of the increasing numbers of Greek producers who invest in the education, innovation, technology, and painstaking effort necessary to create excellent extra virgin olive oil
- Just over three years ago, there was no English-language website focused on the Greek olive oil world as a whole.



When was it created?

Facebook page: February 2016 Website: August 2016



How has it been received?

As an unofficial international information clearinghouse

Awarded by the Association of Cretan Olive Municipalities (ACOM-SEDIK)
Praised by Greek and American embassies and consulates
Discussed and republished by international publications
Repeatedly thanked by Greek olive oil companies

For North American Olive Oil Association executive director Joseph R. Profaci, "Greek Liquid Gold is one of my few go-to sources for accurate news and information about olive oil."

The problem: funding

Who is behind this?

Greekliquidgold.com was inspired by, and is dedicated to, all the Greeks in the olive oil sector who strive for excellence.

Many thanks to the 34 Greek olive oil companies and 8 other private companies, competitions, and organizations that have provided financial support for greekliquidgold.com, including the current sponsors and advertisers: Elea - Loutraki, GreekBioStore, Terra Creta, Yanni's Olive Grove, Exploring Greece, Athena International Olive Oil Competition, Hellenic Agricultural Enterprises, Anoskeli, Argali, Biolea, E-la-won, Gaea, Kasell, Kolympari S.A., Olive Poem, Pamako, Sakellaropoulos, Sparta Groves, Agrovim, Anopaea, Artemisia Estates, Elasion, Elenianna, Golden Tree, Kidonakis Bros., London International Olive Oil Competition, OleaJuice, Olorama, PJ Kabos, and Stalia.

Greek olive oil producers, exporters, marketers, judges, consumers, cooks, scientists, and experts, as well as olive oil professionals from other countries, have shared the knowledge and experience necessary to make this website possible.

Twin Net Information Systems Ltd. in Athens developed the website and continues to provide maintenance and technical support.

Lisa Radinovsky, creator of greekliquidgold.com, is an experienced writer and editor and a former English professor with a BA in English from Princeton University and a PhD in English from Duke University. An American married to a Greek university professor, she has lived in Crete for 17 years.



To Discuss

- How should a country's olive oil sector be promoted to consumers?
- How should consumers be educated about a country's olive oil?
- How should this work be financed and supported?

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