



Modern Greek Pesto: Re-Inventing Mediterranean Convenience Food

Development and Commercialization of Premium Greek Pesto Products



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GRESTO is an innovative food concept that introduces the category of Modern Greek Pesto. By combining authentic Greek ingredients, clean-label formulations and Mediterranean culinary traditions, the product range offers premium, nutritious and versatile pesto products tailored to modern consumer needs.

PRODUCT PORTFOLIO

POPAY GRESTO (Spinach Pesto)

- Spinach
- Pecorino Cheese
- Chickpeas
- Pumpkin Seeds
- Garlic
- Extra Virgin Olive Oil

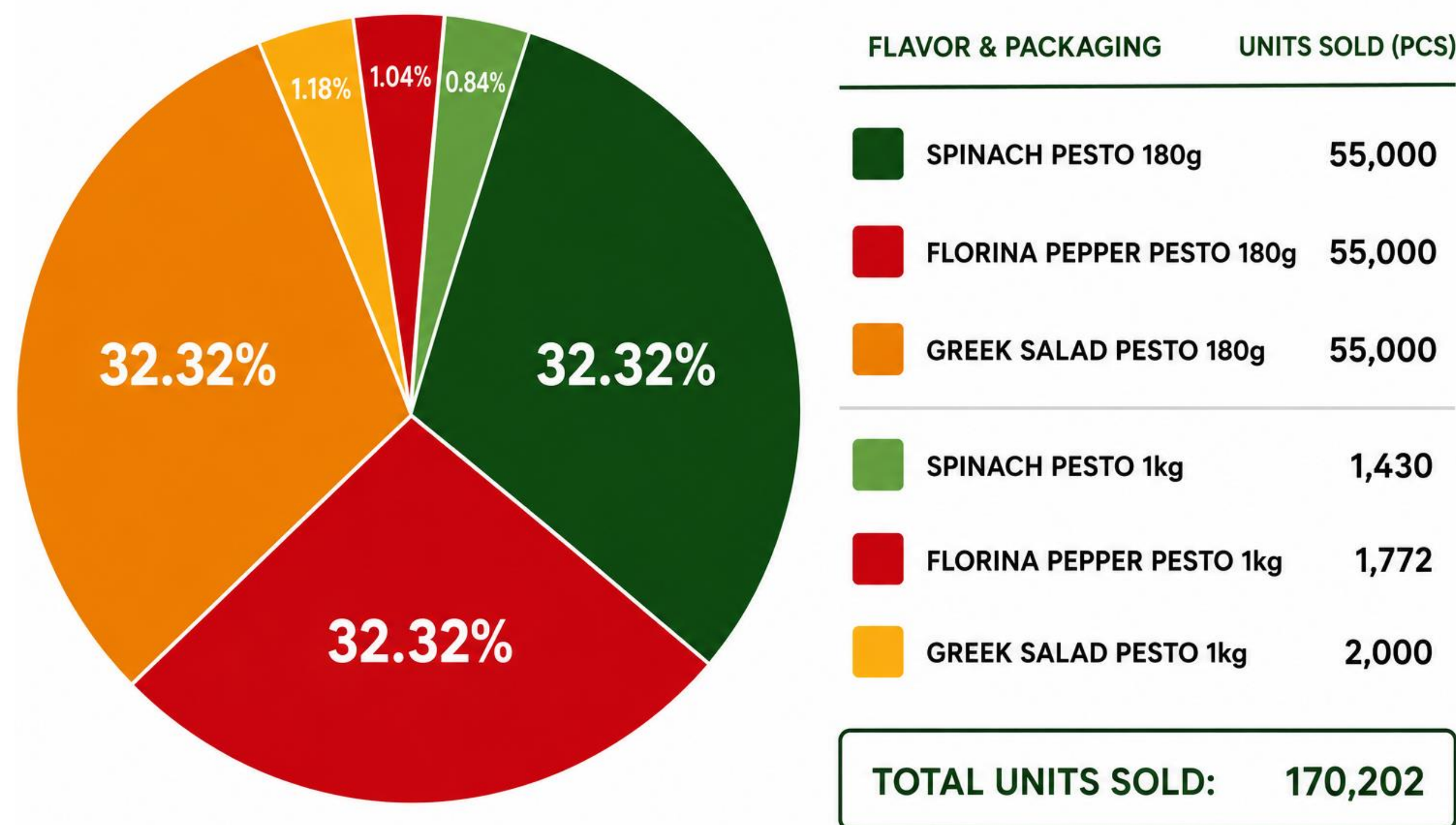
FLUEGO GRESTO (Florina Pepper Pesto)

- Florina Pepper
- Kalamata Olives
- Nutrinional Yeast
- Walnuts
- Garlic
- Extra Virgin Olive Oil

GREEK SALAD GRESTO

- Tomato
- Green Pepper
- Onion
- Almonds
- Capers
- Garlic
- Extra Virgin Olive Oil

SALES MIX BY SKU (UNITS) – FIRST YEAR



COST ANALYSIS (Cost per Unit)	
Product	Cost (€)
Spinach Pesto180g	1,14
Florina Pepper Pesto 180g	1,38
Greek Salad Pesto 180g	1,13
Spinach Pesto 1kg	5,00
Florina Pepper Pesto 1kg	6,11
Greek Salad Pesto 1kg	4,94



TOTAL ANNUAL RAW MATERIAL & PACKAGING COST
€228,606.92

TARGET MARKETS

Delicatessen Stores

Online Specialty Food Stores

Restaurants

Wine Bars

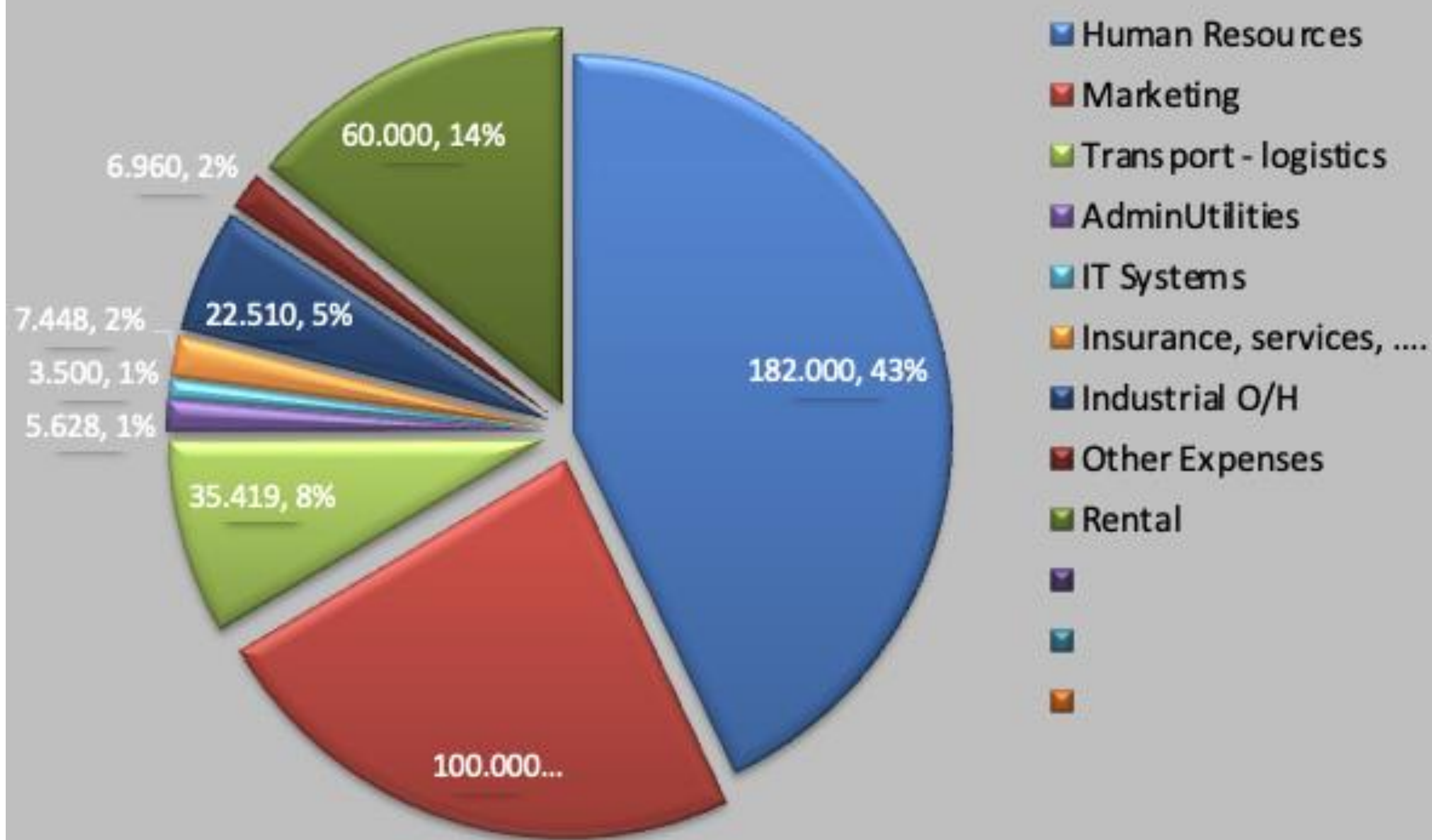
Brunch Stores

Hotels

BUSINESS HIGHLIGHTS

Total Investment	€150.000
Sales	€513.893
NPV	€831.051
Payback Period	5+
IRR	24,03%
Gross Margin	~55%

Operating Expenses - Year 5



CONCLUSIONS

GRESTO introduces a new category of premium Mediterranean pesto products by combining authentic Greek ingredients, clean-label formulations and innovative recipes. The business concept addresses current consumer trends towards healthier, convenient and high-quality food products while maintaining a strong Greek gastronomic identity.

The projected sales volume and cost structure indicate promising commercial potential and create opportunities for future expansion in both retail and food-service markets.

KEY COMPETITIVE ADVANTAGES

- 100% Extra Virgin Olive Oil
- Greek-Inspired Recipes
- Clean-Label Formulation
- Premium Product Positioning
- High Nutritional Value
- Retail & HoReCa Distribution
- Strong Product Differentiation
- Scalable Business Model

FREE CASH FLOW (Operating CF - CapEx)

