HOMOIOI of MANI

(Equals of Mani)

Institute for the promotion and development of Mani

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PRESS RELEASE

Almost 40 years ago a young Austrian college student visited Mani (Greece) on vacation. He was fascinated, fell in love with people and the land and acknowledged the unique value of olives and olive oil. He organized the first cooperative business of biological olive oil production under the brand name Bläuel Greek Organic Products® and the label Mani-Bläuel® Organic Extra-Virgin Olive Oil.

The Institute for the promotion and development of Mani "Equals of Mani" (Homoioi of Mani) in recognition of his contribution to the economic and social development of the region, to the promotion of ecological consciousness and its value for a sustainable development of agriculture elected Mr. Fritz Bläuel as an honorary member of the Institute.

The ceremony took place in a beautiful environment under the auspices of the Municipality of West Mani, in the amphitheatre of the Bläuel's family hotel, Mani-Sonnenlink, in Pyrgos-Lefktrou amongst spring flowers, friends and members of the Institute.

Professor Antonia Trichopoulou, herself one of the founding member of the Institute, had a lecture on "The importance of olive oil in the Mediterranean diet" to honour Mr. Bläuel's business spirit. Professor Trichopoulou, president of the Hellenic Health Foundation, flashed back on her first meeting with Mr. Bläuel, several years ago, when he was starting his business and stated: *"Fritz Bläuel was a pioneer thinker since the beginning. He cultivated olive trees organically under strict criteria and standards and produced high quality olive products."*

The President of "Homoioi of Mani"

Michael Koutsilieris, MD (Athens), Ph.D (McGill),
Professor of Experimental Physiology & Chairman, Department of Physiology,
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