



Interview mit Unternehmen 10.03.21



### ΑΝΑΣΤΑΣΙΟΣ ΣΤΑΜΕΛΟΣ - ΟΙΚΟΤΕΧΝΙΑ ΜΕΛΙ ΚΕΡΙ

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1. How was the idea for your business born? It is not the continuation of a family tradition, is it? No, there was no previous beekeeping / olive growing in the family. My wife and I started dealing with the world of bees because we liked being in nature, we found the world of bees interesting and we liked its many and rich products.

2. When and how did you implement this idea?

In 2013 we decided to deal professionally with beekeeping. At the same time we created a model laboratory of cosmetics - soaps based on olive oil in Thebes. In the following years, after market research, we decided to create a home-made unit for the production of honey & olive oil products.

3. You currently have a variety of products. What are these?

Indeed we have many products! We wanted to enrich the traditional products that the bee gives us (honey, royal jelly, propolis, beeswax, etc) and to develop them with various innovations. Our home-made products are divided into five categories:

- Honey compositions (honey with dark / white chocolate, honey with pollen & royal jelly, with pistachio, with mastic of Chios etc.)
- Buns-cookies-pastel - bars (buns of honey, oil and must, honey bar with sunflower seeds, with strawberry, with yogurt, etc.)
- Handmade olive oil soaps.
- Olives
- Aromatic olive oils.

4. Which buying public are you addressing and how do you advertise your products?

The advertising of our products is done through:

- our website, social media pages, Google ads
- local publications (newspapers, magazines)
- our participation in exhibitions in the Region of Central Greece.

The buying public is mainly Greek with some steps abroad. There is a partnership in France. We send products, with the name of our partner there, but with our own reference to the packaging as producers and with our data available to the public there.

5. Would you be interested in expanding your buying public possibly beyond the borders of our country?

Of course we are interested in this prospect of expanding to other countries, as far as we can.

6. How many people work in your company?

At the moment business is a purely family affair.

7. Would you suggest to young people to dare to start a business?

I can cite our example here. We are both from the same village, raised in Athens. After school we worked in completely different places and with the crisis in 2012 we found ourselves unemployed. That is when we made the decision / risk to return to our place (from which we had never lost touch) and start something on our own. So my advice to kids is to take a risk on something they really love.

8. What skills do you consider necessary for starting a business?

To start a business from the beginning you need the initial capital and to be armed with faith and patience, to be able to see something that not everyone sees and to develop it. Differentiation brings the best results.

9. If you were to go back in time, would you change anything in your professional / business steps?

I dig this up sometimes too. However, I also loved my previous job very much, that's why I stayed for 22 years. But now it is something else. I work for myself, I work in nature and I work with the most wonderful animal in the world... the bee. So I would probably start with beekeeping.

10. Has the situation (pandemic) that we are experiencing in the last year affected your business? If so, in what way?

With the pandemic, people began to look for solutions in natural products, such as bee products. This not only helps us, it makes us very happy.

Thanks for the opportunity to speak to young people. What I definitely have to tell you: Dare to risk what you love (not only in business, but in life in general).

