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ΤΟ ΚΑΘΗΜΕΡΙΝΟ ΨΗΦΙΑΚΟ  
NEWSLETTER ΓΙΑ ΤΟΝ ΚΛΑΔΟ  
ΤΡΟΦΙΜΩΝ & ΠΟΤΩΝ

Με τη συνεργασία του  
**TotalFoodService**  
FOODSERVICE NEWS • INDUSTRY TRENDS • EXCLUSIVE INTERVIEWS

ΠΕΜΠΤΗ 06 ΑΠΡΙΛΙΟΥ 2023  
ΤΕΥΧΟΣ 1646



## • ΔΕΛΤΑ

Μετασχηματίζεται σε Όμιλο τροφίμων  
- Οι προϋποθέσεις για συνέργειες με Δωδώνη



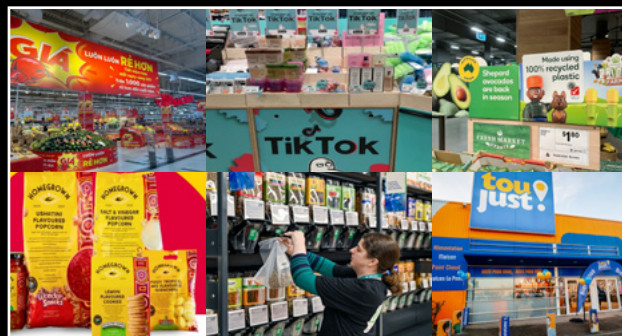
## • WATER FRESH

Εμπλουτίζει το portfolio της Minoia  
με νέο βιταμινούχο



## • ZOINOS WINERY

Νέο εργοστάσιο στην Πάτρα, επενδύσεις  
στην Ζυθοποιία Ηλείου



## • RETAILERS

Πώς απαντούν στην κρίση κόστους ζωής  
- Τι προσφέρουν στους πελάτες τους

EDITORIAL: Ήπια ύφεση και πληθωρισμός

SECRET RECIPE: Επέκταση σε δεύτερο κλάδο εκτός τροφίμων και ποτών

• P. LOUKERIS (ADUS)

## NEW SERVICE BELOW-THE-LINE - EXTENSION OF ITS SERVICES IN CYCLADES & DODECANESE

Interview with Stella Avgoustaki [stella@notice.gr](mailto:stella@notice.gr)

The CEO of the company, Panagiotis Loukeris, spoke to FnB Daily about ADUS's new Below-the-Line service, underlining that the company's goal is to meet the needs of its customers, providing them with a complete and organized Sales Department.

**What is the new service that ADUS presents to the Greek market?**

With a constant tendency to renew and evolve, the Below-the-Line service has been added to our services with the ultimate goal of meeting the needs of our customers by providing them with a complete and organized Sales Department. The new services we provide in this category are services for taste tests, distribution of coupons and samples, graphic design, sales stands, uniforms, logos, brochures, pull-up banners, flags, catalogs, magazines, covers, indicative salons, publications, brochures, promotional gifts, etc.

In addition, Adus, realizing the high demands of the era, as well as the fact that the area of the islands is of particular importance due to the long tourist duration and the volume of visitors, includes the Cyclades and the Dodecanese in its services for the monitoring of national chains.

**What is the contribution of Adus to business?**

The need that our company has been serving since 2009 is decisive for small and large businesses as the basic needs of supermarket suppliers are specific: full shelf, correct (FIFO) dates of products for the final purchase by the consumer. Those that change over time are the market conditions, the crises that occur and the intensity of the competition that increases. These are the reasons that make collaboration with Adus necessary.

The strength of the company is its experienced and stable staff, because they have very good knowledge and contact with the stores. The ADUS staff numbers 40 people nationwide, consisting of merchandisers, sales people, inspectors, managers and back-office sales (sales support).



Panagiotis Loukeris,  
CEO, ADUS



**How do you see the FMCG market in Greece?**

In Greece, it seems that organized food retail sales showed an impressive growth rate in 2022, where it is mainly due to the effect of the coronavirus pandemic. However, in recent months, and after the implementation of the "household basket", it has been observed that consumers have limited their purchases to purchases of basic necessities.

As we have often mentioned in the past, the market always finds a way to cope, as historically it has proven so many times and as it recently proved with the pandemic.

**How have the crises of the last two years affected FMCG companies (pandemic, geopolitical crisis and energy)?**

It is a fact that the conditions and challenges we are experiencing in the last two years are unprecedented.

The consequences of the pandemic, geopolitical problems and the energy crisis continue to concern and affect the operation of the industry. However, it should be noted that consumer goods retail is the only industry that continues its activities. FMCG companies must be able to cope with the demands of the new era and implement structural reforms in all sectors.

**How is the increasing return on investment of the brands that trust you achieved?**

We strengthen our mission as a "Fast Moving Service Provider" by daily building a value-added relationship with our customers, which is characterized by a firm commitment to ensure an increase in our customers' sales.

Quality work in every store where it results in increased sales. More specifically, we provide our customers with a complete and organized sales department with basic registration, inventory registration by code, replenishment, printing and receiving of suggested orders, promotions, competition monitoring, etc. The price-performance ratio is overwhelmingly in favor of the customer.