A Mediterranean moment. A premium drinks opportunity.

Olive, Saffron and Mastic. Three still 355 ml botanical drinks in development, inspired by Greece. Zero sugar and natural sweetening are development targets; the final recipe, process and shelf life remain open.



OLIVE



SAFFRON



MASTIC

Product concepts. Final packaging and label details may change.

€750,000

SEEKING DEVELOPMENT CAPITAL

For development and a controlled initial launch. Valuation, equity and investment terms remain open.

THE OPPORTUNITY

A Greek-inspired premium drink for everyday occasions. Start with an Athens pilot across direct online sales, retail and hospitality. Consider a qualified EU cluster after domestic validation.

TODAY & THE NEXT STEP

Concept and planning stage: no finished prototype or commercial sales established. Engage specialists, qualify suppliers, develop prototypes and validate product quality before a paid pilot.

Founder: Nikos Poulias, founder of MyWay Training Spot. Approximately six months of preparation after funding is a conditional target, not a confirmed launch date.

Built in stages.

The preparation target is approximately six months after funding. Product release remains conditional on technical validation and operating readiness.

USE OF FUNDS

Develop and qualify the product	Engage specialists, qualify ingredients and suppliers, develop prototypes, and validate the process, packaging, labels and shelf life.
Prepare the first commercial launch	Fund pilot production, necessary tooling and equipment, operating readiness and a focused launch across selected channels.
Support early trading	Provide working capital and a contingency allowance while measuring paid demand, repeat purchase and account reorders.

FUNDING THE NEXT STAGE

The initial raise does not fund the full growth plan. Further financing or a revised pace of expansion will be needed; follow-on capital is not committed. Detailed cash requirements and scenarios are included in the investor materials.

ROUTE TO MARKET

Begin with a controlled Athens pilot across direct online sales, premium retail and hospitality. Establish domestic demand before assessing one qualified EU market cluster.

EVIDENCE BEFORE EXPANSION

Taste and product quality. Paid repeat purchase. Trade account reorders. The proposed pilot tests these alongside viable channel economics and sufficient working capital.

Explore the complete plan	Request the master plan, deck, financial scenarios and research at elx-13.com/partners#enquiry.