



Your Gateway to Profitable Growth in Greece

With nearly half a century of operation, ELGEKA has earned its reputation of a trustworthy and cost-efficient partner, facilitating profitable growth for household brands in the Greek market.

By leveraging our knowledge, resources, and technology, we provide solutions to the most demanding supply chain challenges. Partner with us to unlock new opportunities for your brand in the Greek market. Trust us to handle your brand with the same care and commitment we've shown over the past 49 years. Let us be the key to your success in Greece.

Key Facts and Figures*

The Company

Years in operation

49

Employees

119

Brands & Partnerships

Principals

30

Brands

42

SKUs (seasonal/promotional SKUs not included)

383

Delivered pallets **

32,300

Organised Trade

Customer stores

2,700

Trade Visits **

83,000

Traditional Trade

Customer stores

45,300

Ex-van

8

Sub-Distributors

32

SKU Positions on shelves

206,100

*all figures in .000 & .000.000 are rounded to the nearest hundred

** data from previous year

Why Partner with Us?

Unrivalled Experience

With 49 years of successful operation, and over 48,000 stores served, including 2,700 Organised Trade stores, we know the Greek market like the back of our hand.

Our longevity is a testament to our successful partnerships and the lasting relationships we've nurtured, as well as our ability to drive growth. We've partnered with global leaders like Ferrero since 1981 and Alpen & Weetabix since 1986, demonstrating our commitment to fostering enduring, mutually beneficial partnerships.

Versatile Distribution

We handle a diverse array of categories, from food and snacks, personal care, household care, to temperature-specific products.

We navigate complex routes to market, including Organised and Traditional Trade, Food Service, e-commerce, Duty Free, and Pharmacies, tailoring our approach to each sector's unique needs. Last year alone, we successfully delivered over 2,6 million cases across these various categories and routes.

Robust Infrastructure

We've built a widespread network and robust infrastructure, ensuring your products reach the hands of consumers efficiently and effectively, even in the most remote areas.

We collaborate with our subsidiary, Diakinisis, that operates over 160,000 sq. m. of covered and certified warehouse facilities strategically located across the country, with a fleet of over 300 temperature-controlled vehicles, as well as with a network of selected partners.

Strong Portfolio

We sell a product every second of every day, representing 31 principals with 46 household brands like Ferrero and Bonne Maman.

This portfolio diversity, coupled with our strong relationships with these brands, enables us to understand and navigate the intricacies of various product categories effectively.

Comprehensive Coverage amidst Challenges

Despite Greece's challenging terrain and seasonal fluctuations due to tourism, our advanced logistics network and demand forecasting strategies ensure product delivery when and where they're needed to over 48,000 customer stores throughout Greece, including 100% of Organised Trade, across all seasons.

Technology-Driven Efficiency

We harness cutting-edge technologies like SAP and our proprietary tools throughout our value chain, offering cost-efficiency, quick market access and world-class reporting.

For instance, our custom-made tools enable us to design, set up, evaluate and report the performance of our promotions by SKU, improving the quality of subsequent promotions whilst achieving significant cost savings.

People You Can Trust

Our team of 119 dedicated professionals is committed to delivering service excellence. Backed by rigorous training and skill development programs, our team ensures your brand is represented with integrity.

Integrated Services

We provide an end-to-end solution for your brand's journey to the consumers. Our integrated services spanning sales, marketing, trade marketing, and logistics have enabled us to successfully build brands in the Greek market, with over 206,000 SKU Positions in Organised Trade Stores.