

**PHILEOS®**  
*of Sparta*



**EXTRA VIRGIN  
OLIVE OIL**

## **Last call: Phileos of Sparta’s “Taste The Premium” launch and sampling event is on for Nov 13**

### **Toronto epicures to gather to experience Ultra Premium Extra Virgin Olive Oils**

**Toronto, Canada** – November 10, 2023 – With its successful early-2023 soft launch that saw its products stocked by specialty grocers and restaurateurs, Phileos EVOO Inc., manufacturer-importer of Phileos of Sparta Ultra Premium Extra Virgin Olive Oil, is hosting an official launch: “Taste The Premium.” It takes place at Toronto’s Fairmont Royal York Hotel, Monday November 13, 2023, 11:00am-3:00pm, in the Library and York Rooms.

The company’s “launch, lunch & learn” event brings olive oil and fine food aficionados together to explore its product line. President-Founder Jim Kokaliaris, Toronto-based member of the family that owns the Phileos olive orchards and production facilities in Monemvasia, Greece will host.

“Attendees can expect a superb gastronomic selection, along with fine wines, to showcase our family’s olive oil lineup in a most appetizing setting,” said Mr Kokaliaris. “We want to show Toronto the very best the olive oil industry has to offer.

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Phileos of Sparta aims to become the olive oil of choice among discriminating chefs and consumers," Mr Kokaliaris added.

"We wouldn't set such a goal unless we felt we had the advantage, and we do: Superior taste, extremely low acidity, and for the health-conscious, an unusually high polyphenols count of 800-1200mg/kg per litre. These qualities make us unique in the olive oil world."

Honored with the 2023 Gold Award for Quality from the Canada International Olive Oil Competition, the family-run business maintains control over the entire production process, branch to bottle. And unlike many olive oil brands in North America, Phileos of Sparta is not a re-packer or reseller of other producers' oils.

## About The Company

PHILEOS EVOO INC is a direct manufacturer and distributor of Phileos of Sparta Ultra-Premium Extra Virgin Olive Oil. Produced by skilled artisan farmers who gather the finest quality olives from family orchards, its operations are located in Monemvasia, Greece. The name "Phileos" derives from the Greek language, meaning "friend of olive oil."

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