

**PHILEOS**  
*of Sparta*



## **Phileos of Sparta to host Toronto's most prominent epicures at its official "Taste The Premium" launch and sampling event**

**Featured: Its lineup of Ultra Premium Extra Virgin Olive Oils**

Toronto, Canada - Oct 30, 2023 - Following its soft launch earlier this year that saw specialty grocers and restaurateurs embrace its products, Phileos EVOO Inc., manufacturer-importer of Phileos of Sparta Ultra Premium Extra Virgin Olive Oil, is hosting "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.

This elaborate "launch, lunch & learn" brings olive oil and fine food aficionados together to explore Phileos of Sparta's 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. "Naturally, we'll plate an irresistible gastronomic selection, along with fine wines, to showcase our family's olive oil lineup in a most appetizing setting," said Mr Kokaliaris.

"Phileos of Sparta represents our family's pride, and the very best the olive oil industry has to offer," Mr Kokaliaris added. "For extraordinary taste, nutrition, purity and quality, we're unaware of any product superior to ours. And we're thrilled to share our bounty with Canada's gastronomes."

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Phileos of Sparta was recently honored with the 2023 Gold Award for Quality from the Canada International Olive Oil Competition. As grower, direct manufacturer and distributor, Phileos of Sparta maintains control over the entire production process, ensuring consistency from branch to bottle. “The only thing we don’t control is the weather... we have a deity handling that,” quipped Mr Kokaliaris. Unlike many olive oil brands sold in North America, Phileos of Sparta is not a re-packager or reseller of other producers’ oils, many of which rely on a patchwork of suppliers of varying qualities.

“Phileos of Sparta is the olive oil all chefs and consumers can embrace and trust,” Mr Kokaliaris declared. “Our triple threat – extremely low acidity, great taste and incomparable health benefits – is simply not found elsewhere. It makes us unique.”

Phileos of Sparta’s dedication to maintaining consistent quality and taste year-round “ensures our olive oils are unusually high in polyphenols – an astounding 800–1200mg/kg per litre,” said Mr Kokaliaris. The company adheres to the highest manufacturing production standards, including IFS and Agrocet certifications. Each batch of oil is rigorously tested to ensure quality.

The name “Phileos” derives from the Greek language, meaning “friend of olive oil.”

## ■ About The Company

A family-owned business, 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.

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