



Athens, November 4, 2025

A unified corporate identity for Hellenic Wineries

A new chapter for the Group and Greek wine

Hellenic Wineries S.A., the Group that brings together some of the most prominent and historic names in Greek wine – along with IOLI Natural Mineral Water – unveils its new corporate identity, marking a new era of extroversion, consistency, and unified strategic presence.

This new identity reflects the Group's overall developmental and organizational evolution, bringing its portfolio and communication under a shared set of values: quality, innovation, respect for the land, authenticity, and vision for the future.

At the heart of this identity is the symbol "φ" (phi), inspired by the Golden Ratio, expressing the principle of balance between people, the earth, and time – values that run through the Group's philosophy, practices, and operations. The visual and verbal identity embodies the stability and continuity of an evolving organization, while honoring the long history of Greek wine. In addition to the new identity, a newly harmonized landing page has also been launched: www.hellenicwineries.gr.

With a strategic presence in key wine-producing regions of Greece – from Naoussa and Goumenissa to Nemea, Mantinia, Santorini, Crete, and Messinia – Hellenic Wineries is one of the most dynamic and influential producers in the Greek wine industry. Boutari Wineries is its iconic pillar, with a long legacy of consistency and expertise evident in every bottle. Semeli Estate stands out for its dynamic presence in Nemea, blending high quality and innovation with a holistic hospitality experience. Scalarea Estate represents the modern spirit of Cretan viticulture, emphasizing quality and authenticity. The organic Navarino vineyards reflect the unique terroir of Messinia, offering wines with true identity and a cosmopolitan character. The image is completed by the management of the historic CAMBAS brand.



BOUTARI • SEMELI • SCALAREA • NOCTERA • CAMBAS • IOAH
ESTATE VINEYARDS

As the CEO of Hellenic Wineries S.A., Mr. Elias Georgiadis, notes: *"Our new corporate identity is not just a visual transformation. It captures our philosophy of balance and progress – an identity that bridges past and future and expresses our collective vision for the Greek vineyard and its products."*

The new identity marks a step forward in evolution and consistency – a future where the Greek land, human knowledge, expertise, and creativity meet in perfect harmony, capturing the philosophy that inspired this new era for the Group.

About Hellenic Wineries S.A.

Hellenic Wineries S.A. operates in wine production and marketing, as well as the bottling and distribution of natural mineral water.

Key components of the Group include the historic Boutari Winery S.A. – with three winemaking units, over 40 labels, and management of the CAMBAS brand – and Scalarea Estate in Crete, known for its Cretan vineyard wines, spirits, and hospitality. Since January 2025, Semeli Estate, recognized for its commitment to producing premium wines with a focus on Nemea and Mantinia, further enhances the Group's portfolio. Strategic collaboration with the organic Navarino vineyards and the operations of IOLI PIGI S.A. – bottling still and sparkling natural mineral water from a private spring at Mount Oiti's foothills – round out the Group's multifaceted portfolio.

With a focus on quality, innovation, and extroversion, Hellenic Wineries crafts high value-added products for both the Greek and international markets. Since 2022, the Group's main shareholder is Sterner Stenhus, in partnership with a team of Greek and international investors.

For more information:

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