

Press Release: **FREDDO LOVERS** - Elevating Greek Coffee Culture to the Global Stage

Date: 12/12/2023

To Members of the Press and Media,

We are excited to announce the inauguration of FREDDO LOVERS, the much anticipated cultural event celebrating the iconic Freddo espresso beverage and more! FREDDO LOVERS will be held on December 12th from 12:00PM to 18:00 PM at Makedonia Palace in Thessaloniki.

As one of Greece's latest cultural contributions to the world, the freddo espresso has vastly emerged in popularity as more than just a beverage, but as a cultural phenomenon synonymous with Greek lifestyle, even attracting tourists from around the world to enjoy. FREDDO LOVERS is set to embrace and revitalize this cultural legacy open to the general public in a dynamic forum featuring the exploration of the rich flavors of freddo, tastings served by leading baristas, sessions with international industry experts, guest speaker from coffee producing country of Peru, live music, delicious orderes, and more!

**Event Highlights for Media Coverage:**

FREDDO LOVERS is set to kick off with dynamic event highlights all aiming to intertwine cultural significance with business opportunities including:

- **Blind Coffee Tastings:** Join over 60 Greek coffee industry professionals in a unique blind tasting experience, offering insights into the diverse flavors and aromas of coffee.

- **Delightful Lunch and Live Music:** The event features a well-curated lunch with live music, offering a perfect opportunity for networking and capturing engaging moments.
- **Interactive Workshops and Expert Demonstrations:** Engaging sessions with industry experts will provide visual and insightful content ideal for storytelling.
- **Exclusive Dinner for Selected Invitees:** In addition to the main event, an exclusive dinner will be hosted for a select group of invitees, including members of the press and media. This dinner will offer an intimate setting for deeper discussions, networking, and exclusive insights into the future of Freddo in the global coffee scene.

### **Freddo as a Strategic Initiative of Greece:**

FREDDO LOVERS is more than a celebration; it's a strategic initiative to position Greek coffee, particularly Freddo, on the world stage. It's about creating a narrative that goes beyond borders, showcasing the rich tapestry of Greek coffee culture and its potential to reach international markets.

### **A Call to Media and Press:**

Your coverage of FREDDO LOVERS will highlight the cultural and business potential of Greek coffee culture. We believe your involvement will provide a multifaceted perspective to your audience, enriching their understanding of Greek traditions and contemporary coffee trends.

Contact for More Information:

For additional details, interview requests, or further information, please contact: [press@freddolovers.gr](mailto:press@freddolovers.gr)

We look forward to your participation in press and media channels of the FREDDO LOVERS event as a significant milestone in Greek coffee culture.