

The Navarino Icons philosophy spreads further throughout the UK with iconic retailer Marks & Spencer stocking products

London, XX November 2013 – [Costa Navarino](#) the prime sustainable destination in Messinia, southwest Peloponnese, Greece, has launched its range of high quality Greek inspired products [Navarino Icons](#) in 64 UK *Marks & Spencer* stores.

The high quality food range is inspired by the history, culture and culinary traditions of the Peloponnese region and already retails in London's largest luxury department store *Harrods*.

The new distribution channel via the iconic British outlet *Marks & Spencer*, will allow the rich palate of these indigenous flavours to become further integrated into British cuisine. The first products to debut in *Marks & Spencer* are **Crushed Eggplant** and **Roasted Red Pepper and Tomato Dip**, with aims to grow this further in the near future.



Marks & Spencer is one of largest and most highly regarded retailers in the UK, renowned for selling high quality goods and luxury food products. Navarino Icons will be available in prominent locations, including Central London and beyond.

The Navarino Icons range is aligned with the destination's overall philosophy to promote the region whilst protecting, preserving and promoting its natural beauty and heritage. The food products, including both sweet and savory tastes, are created using culinary traditions and authentic recipes which date back over 3,000 years. They have stood the test of time to be passed down through generations, whilst being adapted to suit today's environment.

Further products in the collection include extra virgin olive oil produced from the world-famous local Kalamata olives, to pasteli (sesame seed bar with finest quality honey) and petimezi (a natural sweetener, made from boiling the must of grapes to a thick consistency). Many items were basic sustenance of the ancient Greek diet and today, are carefully crafted from the highest quality ingredients without preservatives, additives or artificial colourings.

The ingredients are locally sourced and by working with small local businesses, these products not only contribute to a healthy diet, but also boost the local economy.

Visitors to Costa Navarino can gain further insight into Messinia's culinary customs through engaging in cookery lessons and learning firsthand about traditional recipes by local women, alongside other cultural activities that showcase the region's age-long and well-kept customs.

Guests can also sample the destination's culinary philosophy through the "Omega" cuisine peppered throughout the restaurants at Navarino Dunes, Costa Navarino's first resort area. The Omega diet, is closely related to the Mediterranean healthy way of

eating and incorporates dishes which are rich in Omega-3 and Omega-6 fatty acids, ingredients such as fresh vegetables from heirloom seeds, extra virgin olive oil, fruits and nuts, grass-fed lamb, rabbit and beef, fresh fish and seafood found in the traditional diet of the Greeks.

The full Navarino Icons range includes marmalades, spoon sweets from different fruits, honey, sesame seed bars and several other food items. In addition to the food products, the collection also consists of art objects and toys inspired by the history and culture of the Peloponnese.

Navarino Icons reflects the desire to acquaint people with the rich history of the Peloponnese and promote its authentic characteristics worldwide. As well as *Harrods* and *Marks & Spencer* in the UK, high-end retail outlets include *Dean&DeLuca* (USA & Internationally), *Julius Meinl am Graben* in Vienna, *CitySuper* Hong Kong, *Wynn and Encore* in Las Vegas and other select locations both in Greece and around the world.

-Ends-

About Navarino Icons

Navarino Icons creates products from Mesinia and the Peloponnese, which are inspired by the rich history and traditions of the area, with the aim of getting people acquainted with the beauty and heritage of the local culture through products of the highest quality. All products are produced by small local producers or artists and in small quantities, following strict quality controls in every step of the production process.

www.navarinoicons.com

About Costa Navarino:

Costa Navarino is the prime, sustainable destination in the Mediterranean, located in the Greek region of Messinia in the southwest Peloponnese. One of the most unspoiled and breathtaking seaside Mediterranean landscapes, this area has been shaped by 4,500 years of history. Its philosophy is driven by a genuine desire to promote Messinia, while protecting and preserving its natural beauty and heritage. It will comprise a number of distinct sites featuring 5-star deluxe hotels, luxury residences, conference facilities, spa and thalassotherapy centres, signature golf courses, as well as a wide range of unique year-round activities for adults and children. Navarino Dunes, the first area, is home to two luxury 5-star hotels, The Romanos, a Luxury Collection Resort and The Westin Resort, Costa Navarino; The Dunes Course – the first signature golf course in Greece- Anazoe Spa, a 4,000sq.m. spa & thalassotherapy centre; the state-of-the-art conference centre House of Events; specially designed facilities for children; as well as a variety of gastronomy venues, sports, outdoor and cultural activities. Navarino Bay, the second area is home to the signature golf course, The Bay Course.

Download high resolution photos and logos from the press section in downloads on the website www.costanavarino.com, using the password nestor.

Media information:

TEMES

Marina Papatsoni, Marketing & Business Development Director
Tel.: +30 210 949 0013
Fax: +30 210 949 0218
e-mail: mpapatsoni@temes.gr

Valia Vanezi, PR & Online Marketing Manager
Tel.: +30 210 949 0152
Fax: +30 210 949 0218
e-mail: vvanezi@temes.gr

TEMES S.A.
5 Pentelis St.
17564, Athens, Greece
Developers of Costa Navarino
www.costanavarino.com