

yiayia and friends®



Yiayia and friends

She rises while it is yet night.
Always before the sun.

One could say it is she
Who awakens the sun.

And she has work to do
(She always has work).

To tend to the field,
to take care of the animals.
To clean, to wash, to cook.
To shape with her hands
common mater
Into taste, smell, softness,
song and beauty.

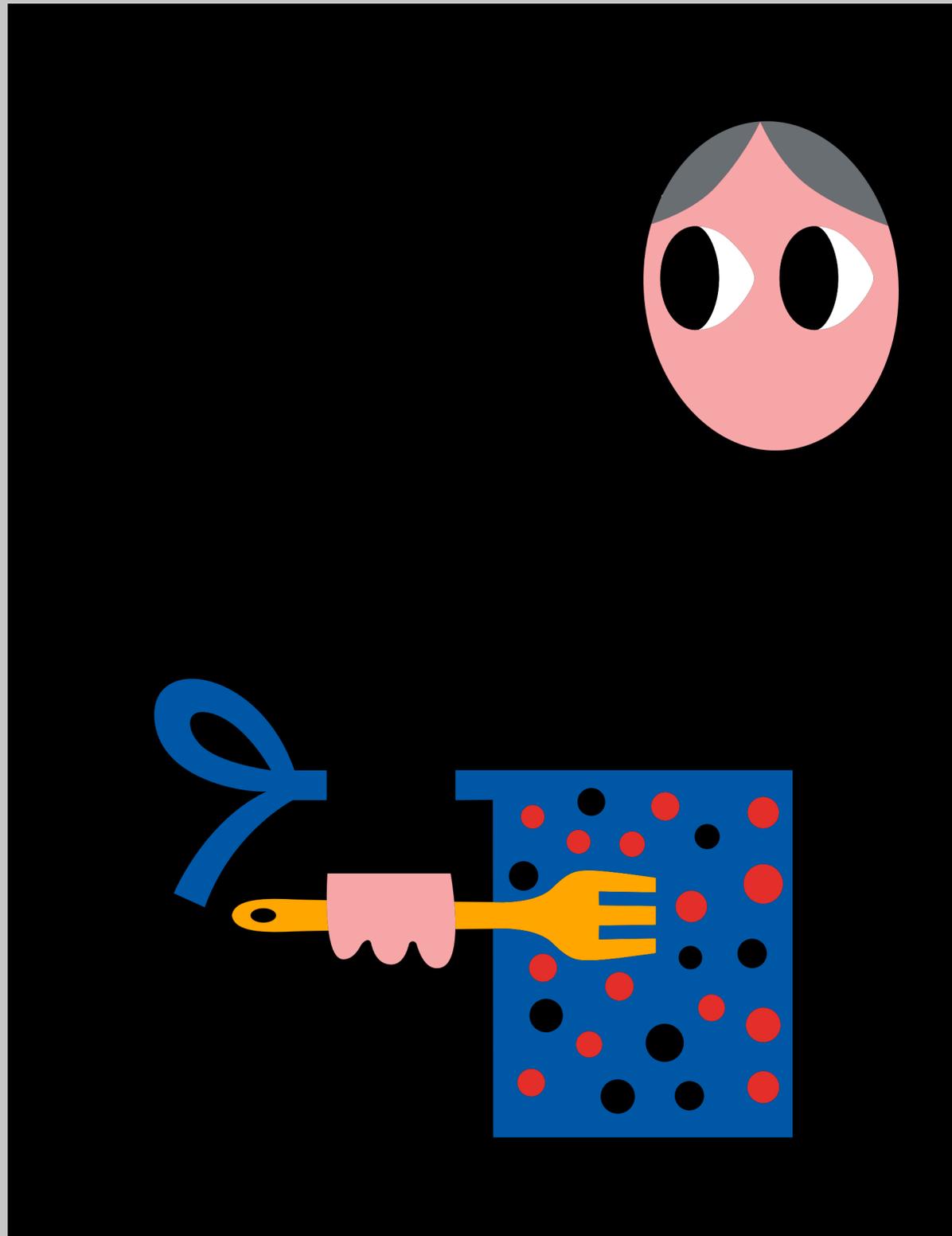
She knows how to heal,
to explain, to predict.
She knows how to grow
children into Men
and Women.

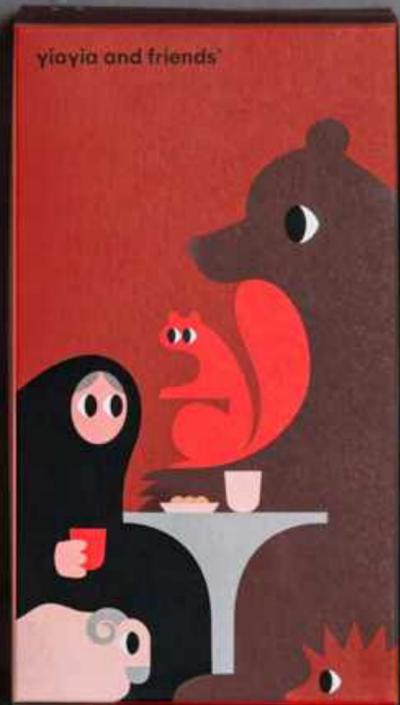
She is a witch.
She listens to the land.
She speaks to the plants,
animals and birds.
She can read the stars
and the moon,
The clouds and the wind.

No ordinary person
Can master or perform
Half of the things she does.

She can.
And she is really good.

She has many names:
Mother, Grandma, Nana, Kyra.
But she prefers the one
By which the children
call her.





a project about food, design and goodness



Yiayia and friends is a multi-faceted gastronomy-related project that reimagines and reintroduces superior quality food products, culinary objects, and epicurean artefacts of yesteryear.

At the heart of the design project, “Yiayia” (granny in Greek) is glorified in a key storyline as an all-powerful, all-knowing, but also down-to-earth character.

Through her and her friends from both the human and animal kingdoms, the arts of growing, cooking, and sharing food together along with everything associated with these activities are remembered, reinterpreted, and redesigned for new generations.

The vibrant characters, illustrated in bright, solid colors and closed shapes, share the same eyes – a visual element that doubles as a “silent” logo across the project – and interlock with each other and with their environment in a visual representation of the connection of humankind with nature, agriculture, produce and creation.

This is a story about Yiayia. A Greek granny joined by her animal friends spreads the message of family values through food-related stories and experiences conceptualized with a fresh perspective and a sense of humor.



Design awards

Dielineawards 2020

Packaging design
2nd place & 3rd place

Red Dot Awards 2019

Illustration
Packaging design

ED Awards 2020

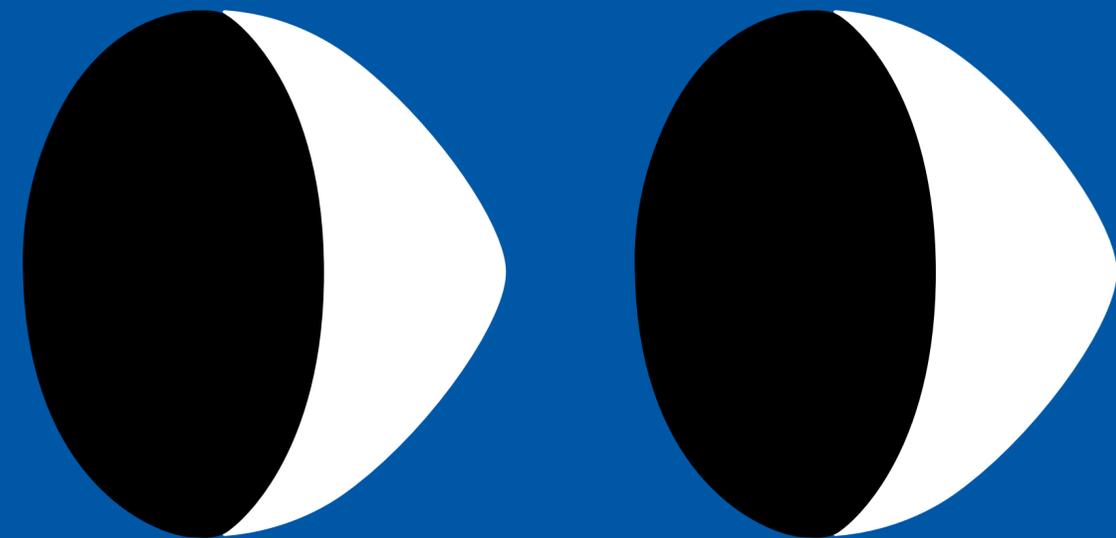
Illustration –Silver
Packaging –Bronze

D&AD 2016

Crafts for Design,
Illustration

EBGE 2020

Packaging Illustration





Rusks and biscuits



Yiayia's homemade rusks and biscuits are the perfect treat – because the greatest joy of food comes from sharing. No unwanted additives – just natural goodness.



Carrot breadsticks from Crete

120g

15 units per box

Using a simple, traditional recipe and the best-quality ingredients, we have reimagined breadsticks as a healthy, filling snack that will give you the energy you need with the flavor you want. Delicious carrot breadsticks, just like Yiayia makes.



Sun dried tomatoes and onion rusks from Crete

60g

15 units per box

With the best, freshest local ingredients and based on a traditional recipe, we have re-imagined rusks as a healthy, tasty, and filling snack that can be enjoyed in dozens of different ways. Infused with the mouth-watering flavor of sun-dried tomato and onion, they can be served as appetizers with dips, tossed in salads as a healthy alternative to croutons, or enjoyed plain when you need a quick bite on the go.



Graviera cheese rusks from Crete

60g

15 units per box

Based on a simple, traditional recipe and the best-quality local ingredients, we have reimagined rusks as a healthy snack that will give you the flavor you want and great versatility. Infused with the distinct flavor of the spicy graviera cheese made in Crete, they can be served as appetizers with dips, or as a super-healthy and delicious alternative to croutons in salads.



Olive oil and oregano rusks from Crete

60g

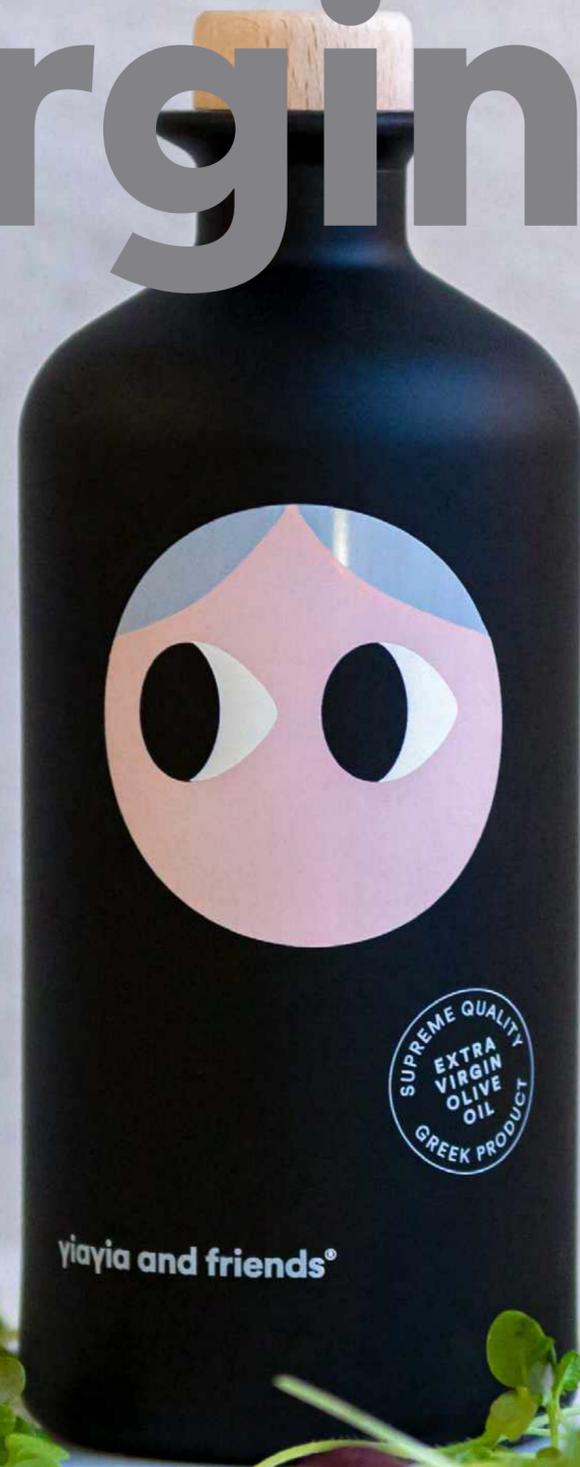
15 units per box

Yiayia knows good, solid food that is healthy, tasty, and filling – and can be enjoyed in dozens of different ways! Infused with the distinctly Mediterranean flavors of olive oil and oregano, these flavorful rusks can be served as appetizers with dips, or tossed with olive oil, tomato, and soft white cheese to make Yiayia’s favorite “Dakos” salad.



Extra virgin olive oil

COLD
PRESSED
LOW
ACIDITY



SUPREME QUALITY
EXTRA
VIRGIN
OLIVE
OIL
GREEK PRODUCT

yiyia and friends®

Extra virgin olive oil

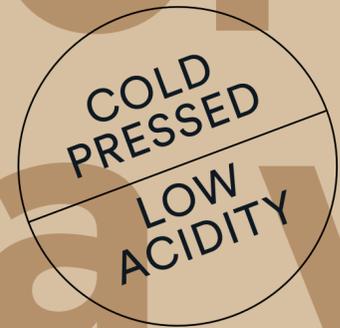
500ml

12 units per box

Yiayia tends her olive trees under the radiant Cretan sun that helps grow succulent, delicious olives. The olives are cold pressed to produce superior quality olive oil, solely through mechanical means, preserving its unique nutritional features and exceptional flavor. Because only the finest Greek extra virgin olive oil is good enough for Yiayia and her friends.



Flavored extra virgin olive oil



Extra flavor is always fun – now
Yiayia's extra virgin olive oil comes
in three delicious flavors



Extra virgin olive oil with basil from Crete-Greece 200ml

6 units per box

Premium quality extra virgin olive oil, cold-pressed, flavored with basil, for a true taste of the Mediterranean in salads and recipes.



Extra virgin olive oil with chili pepper from Crete-Greece 200ml

6 units per box

Premium quality extra virgin olive oil, cold-pressed, flavored with chili peppers, for added spiciness and piquant savor.



Extra virgin olive oil with garlic from Crete-Greece 200ml

6 units per box

Premium quality extra virgin olive oil, cold-pressed, flavored with garlic, for a savory, nutty taste.



Aged balsamic vinegar flavored with fruit



Aged balsamic vinegar flavored with fruit



Yiayia believes in serving up traditional flavors with a twist – just like her aged balsamic vinegar infused with natural fruit juices



Greek aged balsamic vinegar
with orange, mandarin,
lemon and grapefruit
from Crete-Greece
200ml

6 units per box

Vinegar made from organic grapes
and must, flavored with the juice
from four different citrus fruits,
for refreshing, zingy taste.



Greek aged balsamic vinegar with plum, cranberry, strawberry and pomegranate from Crete-Greece

200ml

6 units per box

Aged balsamic vinegar, made from organic grapes and must and flavored with the juice of richly aromatic red fruit. Great for salads and marinades.



**Greek organic aged
balsamic vinegar
from Crete-Greece
200ml**

6 units per box

Greek balsamic vinegar, made from organically grown grapes and must and aged naturally for 10 years in wooden barrels, for deep flavor.



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