



# Book

of spices & herbs





# company

“**Captain’s**” is the historic brand of all the products produced by Athanasios Yiotis SA. The production site and all its premises are located in its own 3500m<sup>2</sup> facilities in Athens, Greece. Athanasios Yiotis SA is a family-owned company, focusing on and specialising in the production and packaging of high quality Spices & Herbs. The Yiotis family, generation after generation, personally runs and oversees production since the first day of operation, back in 1936, to guarantee product consistency and emphasis in delivering their customers the highest possible product quality, whatever region & country they live in.

The company’s state-of-the-art production site operates according to all EU safety & health procedures and regulations of the strict EU food legislation. It has established a H.A.C.C.P. system (Hazard Analysis of Critical Control Points) and is ISO certified by TUV Hellas SA (member of TUV NORD Group) for its Food Safety Management System (EN ISO 22000:2005) and its Management system (EN ISO 9001:2008).

Captain’s is the leading brand in the Spices & Herbs market in Greece and the Balkans with increasing brand loyalty. The company is the No 1 importer of spices in Greece and the largest producer of spices and Mediterranean herbs in the Balkans. The company’s products are widely distributed in Greece and abroad. Countries the company exports include: Cyprus, Bulgaria, Hungary, FYRO Macedonia, Serbia, Romania, Georgia, Croatia, Poland, Denmark, Germany, Switzerland, Australia and Canada.

“Captain’s” products meet the American Spice Trade Association (ASTA) highest rank standards, a distinction with extremely strict requirements and very few recipients.

The raw materials used in all Captain’s products are of the highest quality, processed in a production line preserving each of their unique characteristics, and packaged in an attractive packaging. The company’s Sales & Marketing know-how, as well as it’s methodology, guarantee the success of all products carrying the “Captain’s” brand in every market they are introduced.

In the next few pages, you can find some of our Spices & Herbs products, best designed for customer satisfaction and selected especially for your local market.



## enjoy!



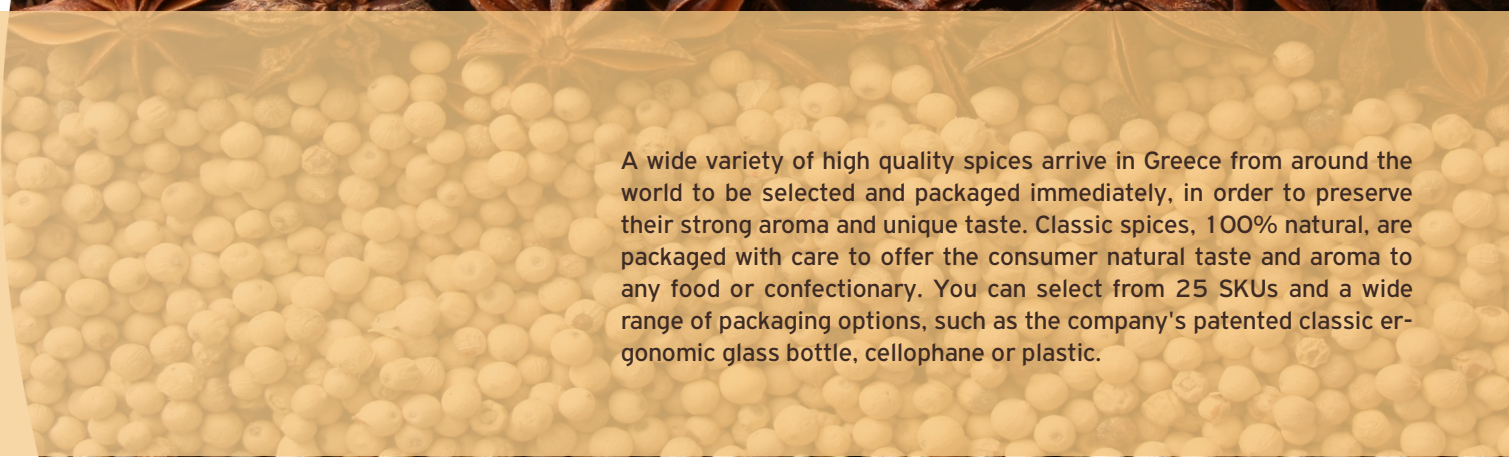


PACKAGING SPECIFICATIONS	
Type	Glass
Volume	81 ml
Materials	Glass container w/ a plastic cup
Features	Safety seal



spice product range

- Anise  
Boukovo  
Cardamom  
Cinnamon ground  
Cinnamon sticks  
Cloves ground  
Cloves whole  
Coriander  
Cumin ground  
Cumin whole  
Curry  
Garlic  
Ginger
- Nutmeg ground  
Nutmeg whole  
Onion  
Pimento ground  
Pimento whole  
Sesame
- Confectionary use**  
Ammonia  
Baking Soda  
Mahlepi  
Mastic  
Vanilla (see also page 6)



A wide variety of high quality spices arrive in Greece from around the world to be selected and packaged immediately, in order to preserve their strong aroma and unique taste. Classic spices, 100% natural, are packaged with care to offer the consumer natural taste and aroma to any food or confectionary. You can select from 25 SKUs and a wide range of packaging options, such as the company's patented classic ergonomic glass bottle, cellophane or plastic.





PACKAGING SPECIFICATIONS	
Type	Glass
Volume	81 ml
Materials	Glass container w/ a plastic cup
Features	Safety seal



## peppers product range

Black pepper ground  
Black pepper whole  
Black pepper granules  
Cayenne pepper  
Chilli pepper  
Green pepper  
Pink pepper  
Red pepper (paprika)  
White pepper

**Hot pepper**  
**Lemonpepper**  
**Garlicpepper**

**Mix of five selected peppers (very hot)**  
**Mix of black pepper and lemon**  
**Mix of black pepper and garlic**



# peppers

Pepper is the flagship of Ath.Yiotis SA and is consistently among the top preferences of consumers in Greece and abroad. The high quality and patented packaging have ranked Captain's peppers No. 1 in sales in Greece. We process all of its varieties: Black, Red, Green, White, Pink, Cayenne, Paprika, available in all different forms & shapes: Whole Peppercorns, Ground, Granules. We have also developed over the years a range of pepper based spice mixes, such as "Hot Pepper Mix" and the two innovative Mediterranean mixes of "Garlicpepper Mix" & "Lemon-pepper Mix". Captain's has the widest range of pepper based products.

Today, we can offer you 12 unique Pepper-focused SKUs. All are available in our ergonomic glass bottle, designed & developed by Ath.Yiotis SA research team to best fit into the palm of your hand. With its "flip-top" lid, patented by "Captain's", the bottle is user friendly and easy to use.



PACKAGING SPECIFICATIONS		
Type	Large Vase	Glass
Volume	580 ml	81 ml
Materials	Glass container w/ a plastic cup	Glass container w/ a plastic cup
Features	Plastic seal	Plastic seal



herbs product range



- Basil  
 Celery  
 Chamomile  
 Dill  
 Dittany  
 Egypt leaves  
 Eucalyptus  
 Laurel leaves  
 Linden tea  
 Mallow
- Marjoram  
 Mint  
 Mountain tea  
 Oregano  
 Parsley  
 Rosemary  
 Sage leaves  
 Spearmint  
 Tarragon  
 Thyme

We have travelled all over the Mediterranean coast to find the plants which produce the highest quality herbs, in order to offer our consumers the absolute best. You can tell right from the start why these herbs only grow in this region. The combination of the perfect climate with the beautiful warm sun, the clear crystal blue waters and the unspoiled soil produces a variety of herbs unique in their taste and aroma.

20 SKUs are available in two different packages: the classic “Captain’s” ergonomic glass bottle with the “flip-top” cap, as well as the large glass jars with a wide opening, ideal for picking pinches of herbs right from the jar in order to easily use them while you cook. Not to mention of course that this packaging is ideal, if you wish to store big quantities in your kitchen cabinets.

Try all the Mediterranean herbs which we offer you in a wide variety of recipes, and see what you like best. The Mediterranean region offers an amazing range of possibilities, culinary or other. Use them well, use them a lot, use them creatively and enjoy them!





PACKAGING SPECIFICATIONS		
Type	Glass	Cellophane
Volume	81 ml	up to 100 gr
Materials	Glass container w/ a plastic cup	Polyethylene & Aluminum
Features	Safety seal	



mix product range

- Mix for Barbecue  
 Mix for Boiled fish  
 Mix for sauce Bolognese  
 Mix for Casserole  
 Mix for Cheese pasta sauce  
 Mix for Chicken & turkey  
 Mix for Fricassee  
 Mix for Grill  
 Mix for Grilled fish
- Mix for Hamburgers  
 Mix for Herb pasta sauce  
 Mix for Meatballs  
 Mix for sauce Neapolitan  
 Mix for Omelette  
 Mix for Pizza  
 Mix for Pork  
 Mix for Roast Lamb  
 Mix for Tzatziki

mix

Captain's, after years of research, created a series of 18 spice mixes to facilitate the user and offer quickly and easily great flavor to everyday life. It is a 100% Natural Spice & Herb Mix series in perfect combination and ratios, designed by Captain's Experts, best suitable for the preparation of tasty and successful recipes, based on different food types, i.e. for BBQ, for chicken or turkey, hamburgers, grilled or boiled fish, etc.

The Captain's Mix range wishes to satisfy our consumers' needs and considerations and provides answers to the following needs:

- ✓ Declining time available for food preparation in modern households
- ✓ Limited knowledge regarding different spices and their combinations
- ✓ Consistency in food preparation
- ✓ Ease-of-use

By successfully addressing those consumer needs, the Captain's Mix series has successfully penetrated the Greek & international markets with increasing annual sales.



PACKAGING SPECIFICATIONS	
Type	Glass
Volume	81 ml
Materials	Glass container w/ an innovative grinder
Features	Plastic seal



# grinders



## grinders product range

- Pepper grinder
  - Pepper Mix grinder
  - Aromatic Pepper Mix grinder
  - Cinnamon grinder
  - Cumin grinder
  - Mix for BBQ grinder
  - Mix for Chicken grinder
  - Hot Pepper grinder
  - Garlicpepper grinder
  - Lemonpepper grinder
  - Orangepepper grinder
  - Sea Salt grinder
- Mix of five selected peppers (mild)
  - Mix of five selected peppers and coriander
  - Mix of five selected peppers (very hot)
  - Mix of black pepper and garlic
  - Mix of black pepper and lemon
  - Mix of five selected peppers and orange



Innovative dual grinder with 2 positions for fine or coarse grinding.

This product range is where innovation meets quality! Ath.Yiotis SA offers a unique range of 12 SKUs, of Captain's most successful recipes, in a patented ergonomic bottle and a new innovative Dual-Grinding Mill for fine and coarse grain. 12 “Gold Class” Mills with 100% natural spices and mixtures provide flavor, taste and a gourmet spirit in everyday dining.

Captain's new Dual-Grinder supports two grinding choices so you can have fresh ground spices and mix, in two different forms, Finer or Coarser, to choose from, depending on your personal desires and wishes! You can easily select the Coarser mode by simply pulling the cap up, and then return to the Finer mode, by simply pushing the cap down. Simplicity and innovation offer two uses out of the same product.



- You can select out of a range of 12 different SKUs:
- ✓ **Spices** such as Pepper, Cinnamon and Cumin
  - ✓ **Seasonings & Mix** such as Aromatic Pepper Mix, Pepper Mix, Hot Pepper, Mix for BBQ, Mix for Chicken
  - ✓ **Mediterranean mixes** such as Orangepepper Mix, Garlicpepper Mix & Lemonpepper Mix



PRODUCT SPECIFICATIONS	
Type	Cellophane
Volume	2gr
Materials	pet, paper & polyethylene
Size	7X10 cm



vanilla product range

- Vanilla Classic
- Vanilla Bourbon Natural
- Vanilla with Sugar
- Vanilla with Sugar and Mastic
- Vanilla with Sugar and Lemon
- Vanilla with Sugar and Cinnamon
- Vanilla with Sugar and Orange

vanilla

Market research has shown an increased preference of consumers in vanilla flavor in a variety of products, such as ice creams, cookies, etc. Ath.Yiotis SA took this into account, and invested in the confectionary segment on vanilla's flavor & unique aroma.

The company has developed a series of 7 SKU's based on vanilla to facilitate its use in confectionaries. Apart from classic selections such as natural vanilla and vanilla aroma, Ath.Yiotis SA developed a new product range with Vanilla, Sugar and a variety of aromas: cinnamon, mastic, lemon and orange. These flavors and vanilla are combined perfectly to distinguish both aromas. Due to the successful blending of vanilla and sugar, their aroma and flavor are uniform and present in every sweet bite.



**ATH. YIOTIS SA**  
100 Ag. Sotiros St.  
Athens 13671, Greece.

T: +30 210 2463441  
F: +30 210 2465896  
E: [info@captainspices.gr](mailto:info@captainspices.gr)

**[www.captainspices.gr](http://www.captainspices.gr)**

