

Unveiling Greek Excellence: PDO Products Showcasing Regional Heritage and Authentic Quality

Discover the excellence of Greek heritage with EU PDO products—authentic, high-quality foods rooted in tradition, regional identity, and strict EU standards.

KUALA LUMPUR, MALAYSIA, July 30, 2025 /EINPresswire.com/ -- From fertile fields to vibrant marketplaces, the European Union (EU) upholds world-leading standards in food safety, quality assurance, and animal welfare. Among the most iconic guarantees of excellence in European food production is the PDO (Protected Designation of Origin) label—a symbol of authenticity, tradition, and regional character. This press release highlights the unique value of PDO products, with a special focus on Greece, home to some of the EU's most celebrated PDO-certified foods.

What is PDO?

Protected Designation of Origin (PDO) is one of the three official EU quality schemes, representing the highest level of geographical protection and product traceability. PDO-certified goods must be entirely produced, processed, and prepared within a defined geographical area, using recognized local techniques and ingredients. These include both natural factors (like soil, climate, and raw materials) and human know-how, such as artisanal production or regional recipes.

EU regulations ensure that all PDO products comply with strict guidelines that protect their heritage and maintain consistent quality across production batches. According to research published in Food Research International, EU quality schemes like PDO positively influence consumer perception, creating trust in both product quality and authenticity. This trusted label also enhances producers' competitiveness and supports regional development (Dimara, Skuras, & Tsekouras, 2018).



Premium European Products: Better Knowledge
Better Choices

Safety, Quality & Animal Welfare at the Core

The EU maintains some of the most rigorous safety and animal welfare standards in the world. Its food safety laws include strict hygiene rules, limited pesticide use, and farm-to-table traceability. At the same time, EU animal welfare laws ensure animals are raised in conditions that allow natural behavior, with access to open spaces and restrictions on over-intensive practices—further reinforcing the ethical foundation behind many PDO-certified foods.

Highlighting Greek PDO Treasures

Greece boasts a proud tradition of PDO-certified products that reflect its unique microclimates, biodiversity, and millennia-old food culture. Here are eleven celebrated Greek PDO items, each representing a different aspect of the country's culinary heritage:

1. PDO Konservolia Rovion:

Crisp, naturally processed table olives from Central Greece, praised for their Mediterranean flavour and high nutritional content.

2. PDO Konservolia Stylidas:

Grown under an integrated and sustainable cultivation model, these olives offer rich organoleptic qualities.

3. PDO Korinthiaki Stafida Vostizza:

Sun-dried currants cultivated since ancient times, prized as natural sweeteners and snacks.

4. PDO Krokos Kozanis:

The world's finest saffron, hand-harvested from 150,000 flowers per kilogram, known for its color, flavour, and therapeutic properties.

5. PDO Graviera Kritis:

A semi-hard cheese made from sheep and goat milk, with nutty flavour, long aging, and rich aroma.

6. PDO Mastiha Chiou:

A rare aromatic resin harvested only on Chios Island, recognized by UNESCO for its cultural importance and medicinal benefits.

7. PDO Mastiha Oil:

A distilled essential oil known for its use in food, skincare, and oral hygiene due to its antimicrobial and therapeutic qualities.

8. PDO Vorios Mylopotamos Rethymnis Kritis:

Extra virgin olive oil with low acidity, made from Koroneiki olives using purely mechanical methods.

9. PDO Viannos Irakliou Kritis:

A historical extra virgin olive oil, embodying the Cretan diet and praised since the time of Homer and Hippocrates.

10. PDO Messara:

Peppery, green-hued olive oil from Southern Crete, high in unsaturated fats and cold-pressed for purity.

11. PDO Kolymvari Chanion Kritis:

Extra virgin olive oil from Chania, produced since the Minoan era and globally appreciated for its taste and nutritional value.

Each of these products carries the PDO seal of excellence—a guarantee of quality, traceability, and origin. Their distinctive sensory characteristics are deeply tied to Greece's unique climate, biodiversity, and artisanal expertise.

Why It Matters

In a time of growing consumer demand for transparency, traceability, and ethical sourcing, PDO products offer peace of mind. They preserve local traditions, support small producers, and ensure high quality through certified production processes. Studies confirm that consumers increasingly associate PDO-labeled items with authenticity, safety, and superior taste—particularly in countries with strong culinary heritages like Greece.

For more information about the "Premium European Products" campaign, please visit <https://premiumeuropeanproducts.eu/> or email us to info@premiumeuropeanproducts.eu.

Pages dedicated to this program can be found on [Instagram](#), [Facebook](#) and YouTube, [@premiumeuropeanproducts](#).

Notes to Editor

About National Union of Agricultural Cooperatives of Greece (ETHEAS)

Founded by Greece's leading cooperatives and established by Greek law, ETHEAS is the national coordinating body of Agricultural Cooperatives in Greece. With over 300 member cooperatives representing approximately 80% of Greece's total agricultural cooperative turnover, ETHEAS aims to foster rural and cooperative development, support and promote its members' activities domestically and internationally, provide expert opinions on cooperative movement agricultural production and sector development, supervise the dissemination and promotion of cooperative

ideas, and serve and educate its members through studies, research projects, and assignments.

About Latvian Dairy Committee (LDC)

The Latvian Dairy Committee (LDC), established in 1995, represents Latvian dairy processing sector and aims to protect its interests. It consists of 17 members processing approximately 80% of industrially produced milk in Latvia.

Claresta Harlis

Terroir and Spice

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