



ERGON 

Who we are.

Mediterranean lifestyle pacesetter



**ERGON** 

*is an all-encompassing brand for artisanal Mediterranean products and cuisine since 2008.*

Having a portfolio of more than 600 unique products, 23 company-owned and franchise Mediterranean delis, restaurants, markets and hotels in Greece, UK, Belgium, Cyprus and Qatar under the same brand, ERGON is the only integrated Greek food brand in the world.

The mis-represented Greek food abroad (low-end almost), the limited export orientation of Greek producers and the growing popularity of the healthy Mediterranean diet support our vision to become a global lifestyle brand associated with the finest premium Greek food products, modern Mediterranean cuisine, and Greek culinary culture.

Ergon's vision is to become the global food brand associated with culinary culture, high-quality, premium, Mediterranean food products and cuisine.

# 2008

## ERGON WAS BORN

as a series of Greek traditional products from all corners of Greece. For the first 4 years of Ergon's life, we were focused on building and distributing a strong, unique product portfolio. Ergon redefined in aesthetic and quality terms the meaning of "traditional". Products from small, honest workshops, from partnerships, and from romantic tenacious producers. Our aim was to create a series of products which are the crown jewels of their respective categories. We chose products with their own history and products that their immense qualitative differences are identified by the average customer. Our products are: Protected Designation of Origin, Protected Geographic Indication, Organic Farming, Integrated Management, Wild, Uncultivated products from small workshops or with intense local characteristics. We now have a portfolio of 600 products sold in 120 points of sale in Greece and abroad. Every year we renew our product portfolio by 10% through extensive research and development in new food technologies and product categories.

# 2011

## ERGON BEGAN A TRANSFORMATION

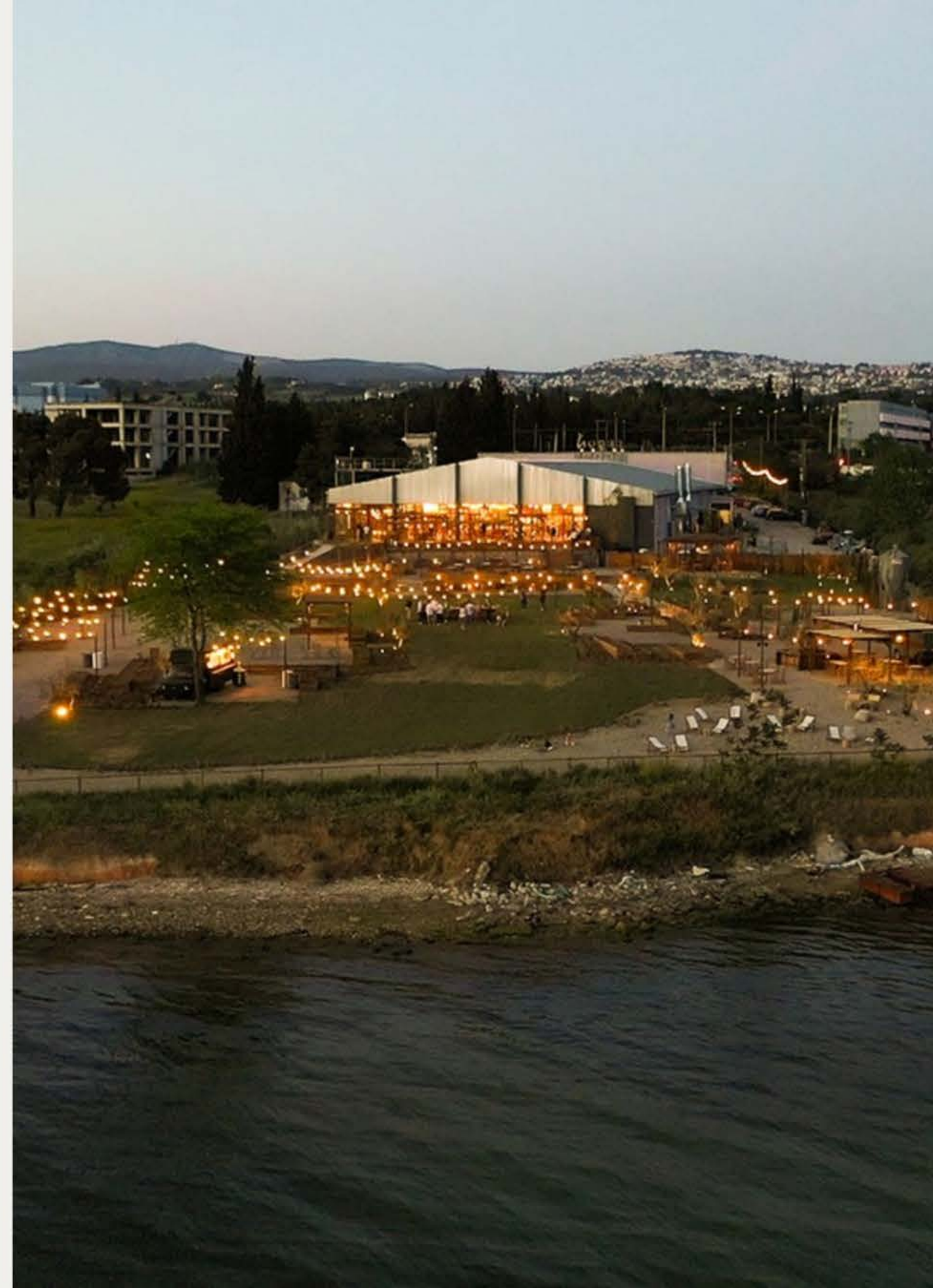
into a retail consumer brand by developing its own retail network. In our retail stores, we used the same aesthetic recipe that we used with the Ergon products and we have been able to build a network of spaces with strong aesthetics, design, and simplicity. The retail network is there to showcase the product portfolio and build a brand. It is the place where consumers develop the physical connection to the brand. Ergon retail outlets are modern and carefully designed to match even the strongest of international retail standards. In 2011, Ergon opened its first retail store. Today, Ergon has 23 stores in its network. We have been able to successfully develop outposts that range from small coffee and sandwich places to Ergon delis and restaurants, to our flagship Ergon Agora – a 150,000 sq.ft. celebration of all aspects of the Greek specialty food space and Ergon House Athens, a unique 50,000 sq.ft concept of a food market, the first foodie hotel in the world and an amazing rooftop just under the Acropolis.



# 2025

## TODAY, ERGON IS MANY STEPS CLOSER TO ACCOMPLISHING OUR VISION

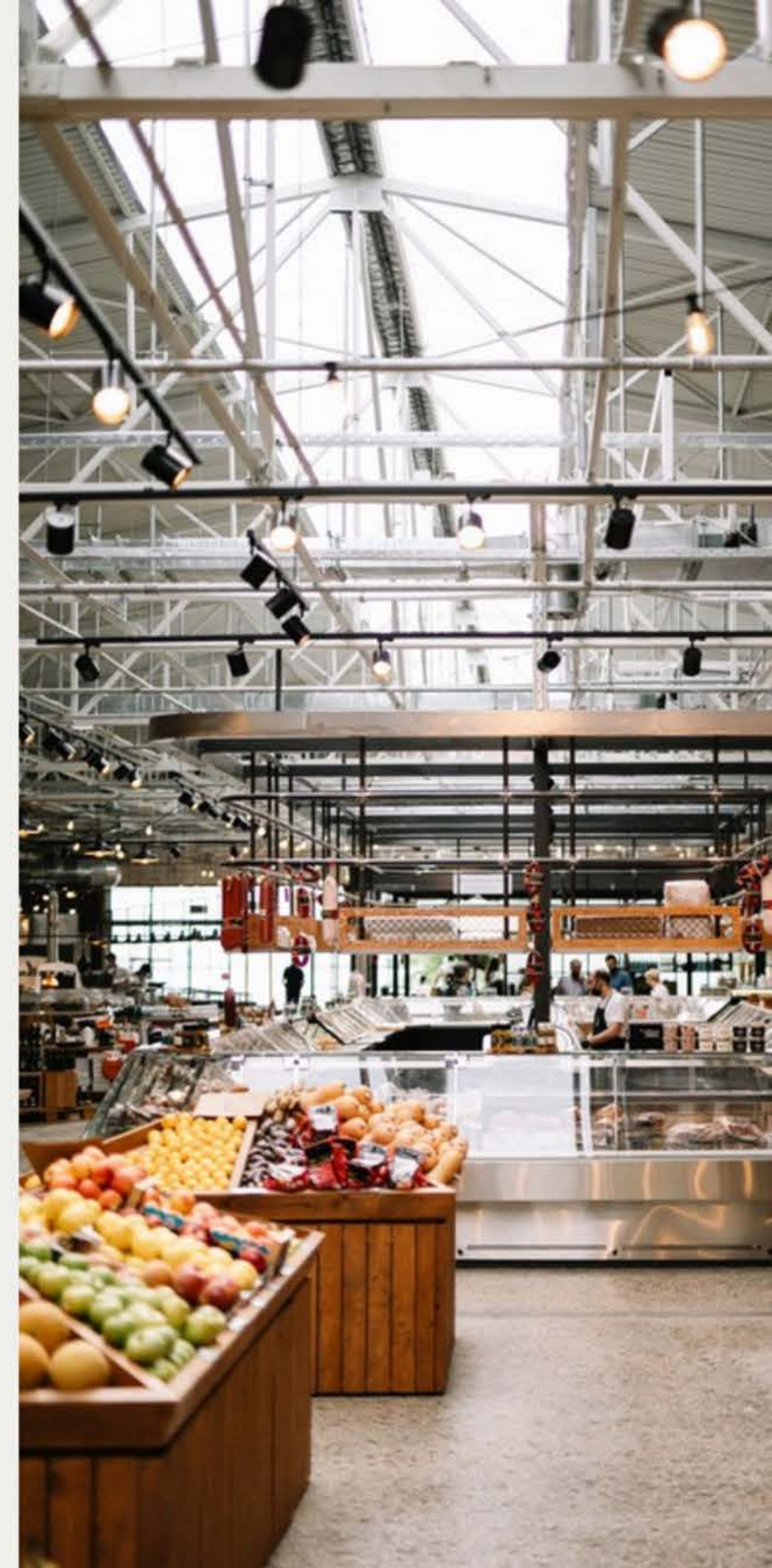
of becoming a premium global food brand. We have a truly unique specialized product portfolio of artisanal Greek products. A recognized modern brand. Successful concept stores in Greece, UK, Cyprus and now in the Middle East. Experience in a breadth of activities designed to leverage our product portfolio. Key partnerships with major players for the artistic aspects of the business, for strategy, and for design. A growing footprint and strong momentum in Europe. Strong financial performance, strong store economics, sales growth, pricing power, and solid margins. Experience in global multi-channel distribution in retail, wholesale, and hospitality. A uniquely experienced team in terms of management expertise and creative talent. Importantly, we have an established brand elasticity which lends itself to the development of new, innovative concepts. In short, Ergon is a proven concept with proven growth potential. We are now working towards the goal of gaining the support to accelerate our growth. Expand our retail network, expand our wholesale network, and launch a strong web service channel.



# Our view

ERGON is a Mediterranean ecosystem built around the simple idea that food, design, and hospitality can create worlds, not just venues. What began as a small deli in Thessaloniki has evolved into a global ecosystem of Houses, Agoras, restaurants, bakeries, and consumer brands, all crafted in-house from concept to execution. We combine artisanal production with large-scale capability, design with functionality, and storytelling with operational excellence. From sourdough bakeries to ERGON Houses and Agoras in iconic cities, every project is a self-contained universe with its own identity, yet all share the same DNA: craftsmanship, authenticity, creativity, and an obsession with the guest experience. ERGON today is not a chain it is an ever-growing collection of unique places and brands shaped by our people and powered by a Mediterranean way of living.

- Scalable and replicable across different markets, without losing character.
- Product-driven, ensuring that everything starts from what we make and how we make it.
- Experience-led, focused on identifying the right customer journey and business model so that value travels from product to consumer as directly and cleanly as possible — minimizing noise from external variables like retailer presentation or fragmented third-party networks.
- Selective in choosing activities and sales channels that genuinely complement one another.
- Strategically oriented toward establishing ERGON as the go-to destination for high-quality Greek and Mediterranean products and for anything connected to modern Greek cuisine.
- Rooted in storytelling, brand culture, and meaningful experiences.
- Committed to building a loyal, growing customer base with a deep emotional connection to the brand.
- Developed bottom-up, through a cycle of local experimentation, selection, and continuous iteration.





# Our Vision

## *Ambitious goal*

We want to become the global, cool, and relevant expression of the Mediterranean way of living — not as a trend, but as a daily operating system for how people eat, feel, and connect. In a world overloaded with options, we aim to be the brand that brings clarity back to food: simple, honest, beautifully made. We want to create an ecosystem where Agoras, Houses, bakeries, delis, and products work together to make a better eating lifestyle effortless and desirable. A brand people trust not just for what they buy, but for how they live. Our vision is to turn the Mediterranean culture — its balance, its simplicity, its soul — into a global habit, delivered through an ecosystem only ERGON can build.

*We want to become a lifestyle company serving eating habits.*



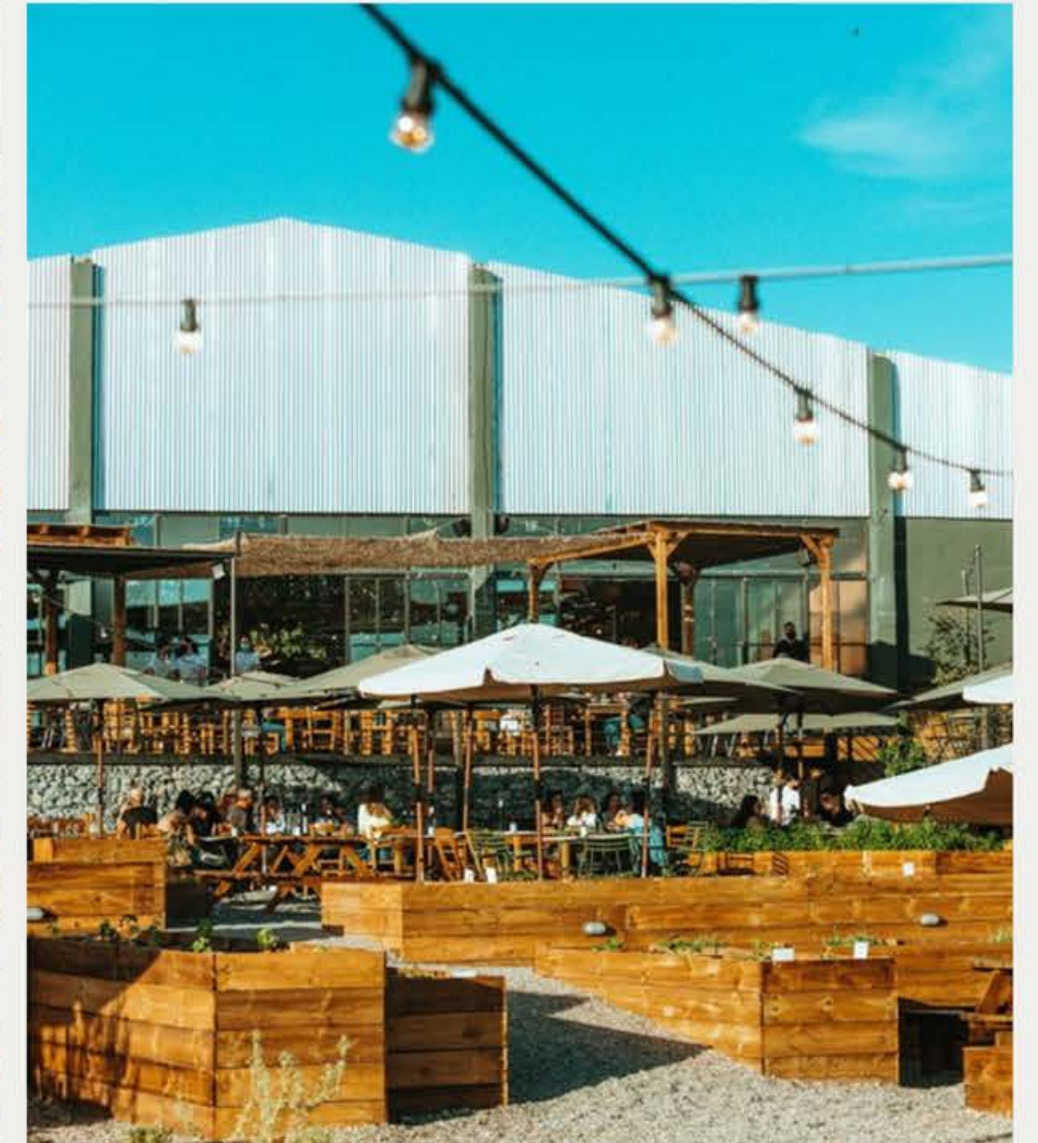
# Habit formation

*Experience, trust, sharing, and education.*

Our offerings build trust the ERGON way — slowly, honestly, through quality, abundance, flavour, and beauty. Everything we create carries the same intention: to share the natural wealth, food culture, and eating habits of our Mediterranean home with the rest of the world. Trust and sharing make habits. Education turns them into lifestyle. And for that, content becomes king. We need to teach our customers our ways — to show them how many beautiful, simple, everyday rituals can be created from the breadth of our product world.

When trust, sharing, and education meet experience-driven channels — Houses, Agoras, delis, bakeries — the problems of the modern eating lifestyle disappear: fragmented ecosystems, confusing retailers, too much choice, too little clarity. Our channels are not distribution; they are the delivery of the habit. And the more immersive and intuitive the experience, the stronger the loyalty it creates.

In the end, this is where we are heading: a lifestyle company serving habits to a global community that believes in our products, our culture, and our Mediterranean way of living.



# What makes us unique

*Brand. Extraordinary. Unique Model*

## Branding

Clear niche, modern  
branding/packaging/products/retail  
environment

## Product Portfolio

Extended portfolio of artisanal Mediterranean products

## Customer Experience

Modern, mediterranean-style  
concept stores

## Breadth of activities

Integrated / One-brand services  
Brand Elasticity

## Key Partnerships

Endeavor Entrepreneurs  
Strong partnerships with key Mediterranean high-  
end hospitality players  
Well connected with lifestyle design driven brands

## Greek Origin

Succesfull in Greece  
Greek delis and products



Designing the soul of every space,  
product, and story.

Ergon Atelier is our in-house creative studio that emerged as a result of Ergon's continued growth and commitment to excellence. As a design-driven brand with a strong focus on high aesthetics, we recognized the need for a dedicated creative team to shape and elevate our vision. Today, our studio brings together a diverse group of professionals, including graphic designers, product designers, interior designers, and architects working collaboratively to create innovative and cohesive design solutions.

ERGON Atelier is the creative force behind everything we design, build, and craft. It is our in-house studio a multidisciplinary team of architects, graphic designers, illustrators, stylists, and product developers responsible for translating the ERGON philosophy into form, material, and experience.

From restaurant interiors to hotel uniforms, from food packaging to brand storytelling, ERGON Atelier ensures that every detail across our universe is intentional, emotional, and unmistakably ours. The Atelier doesn't follow trends it follows truth, creating spaces and objects that feel both familiar and fresh, deeply rooted in Mediterranean heritage but boldly reimaged for today.

This is not outsourced creativity. This is design with skin in the game.

ERGON Atelier is where our soul takes shape.



At ERGON, our in-house creatives don't work in isolation they coexist with marketers, chefs, and operations as one multidisciplinary ecosystem. Designers sit next to cooks, brand strategists next to architects, artists next to baristas. Ideas move from sketch to plate to space in real time. This is how concepts stay authentic, how design stays connected to reality, and how every project from packaging to a new Agora feels coherent and alive. Our creativity is not a department; it is a daily collaboration that shapes the ERGON world from the inside out.

### **CREATIVE DIRECTION**

Sets the vision, narrative, and aesthetic DNA that holds every ERGON project together.

### **SPATIAL DESIGN**

Shapes the atmosphere and flow of our spaces, turning environments into experiences.

### **ARCHITECTURE**

Builds the physical foundations of our world, blending function, culture, and Mediterranean character into lasting structures.

### **GRAPHIC DESIGN**

Translates our voice into visuals through typography, packaging, and brand language.

### **PRODUCT DESIGN**

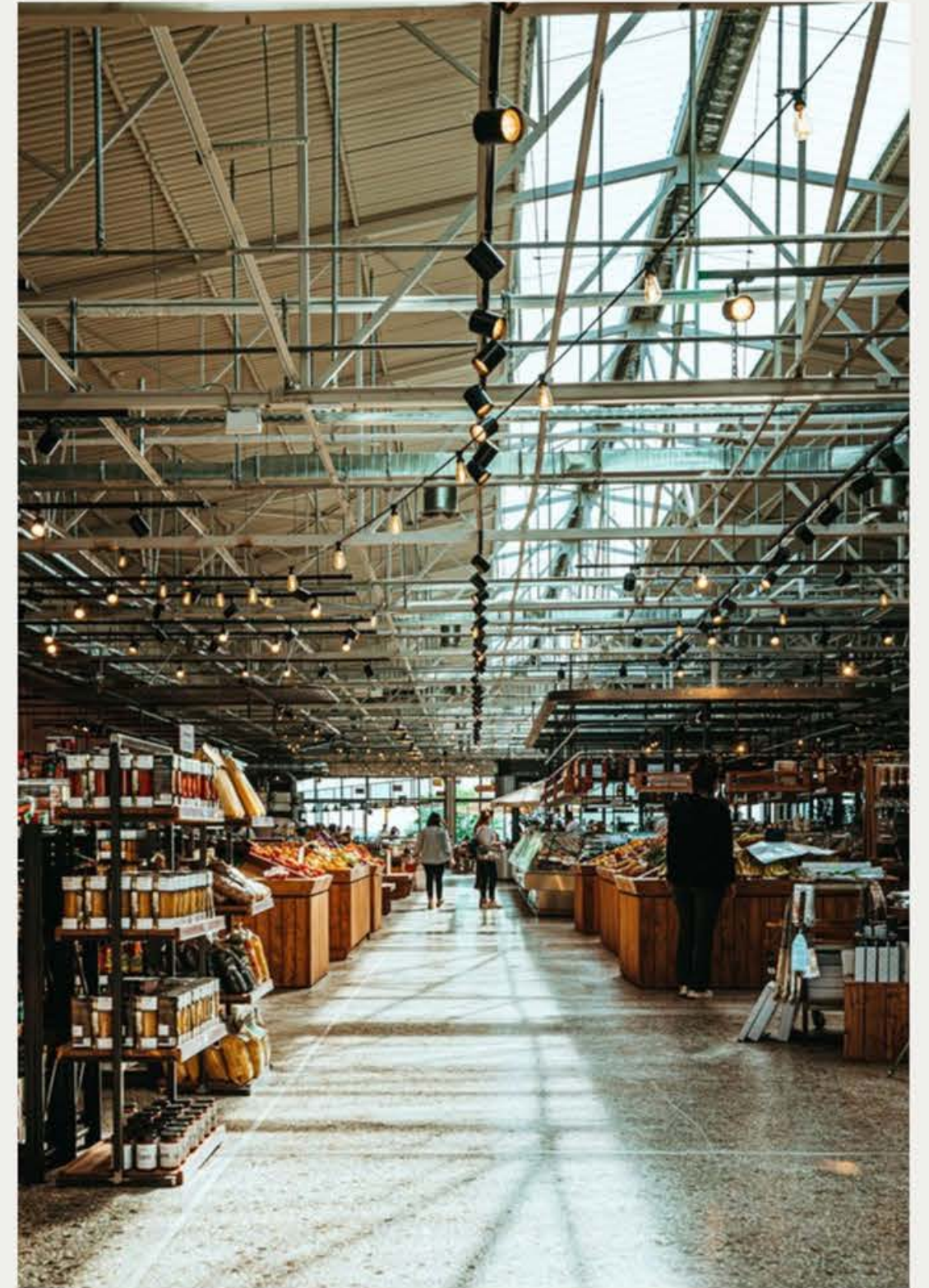
Creates objects and tools that embody our Mediterranean identity in everyday use.

# Business Model

*A 360° Universe: Stay, Eat, Shop, Take Home.*

*It wasn't too long ago when every business claimed that the key to winning customers was in the quality of the product or service they deliver. But, things have changed. Now, an even more important success factor has appeared. Providing the best customer experience.*

**ERGON** 





# Revenue Model

*Our revenue model is built on four complementary pillars that reinforce each other and scale our Mediterranean ecosystem. ERGON Houses generate high-value hospitality income through immersive, F&B-led stays where rooms and restaurants work as one experience. ERGON Agoras drive daily footfall and diversified revenue streams, marketplaces, eateries, bars, bakery counters, and curated retail, creating all-day commercial hubs. Our single-branded restaurants and kiosks expand the reach of ERGON's culinary identity in key neighborhoods and iconic global locations, strengthening brand visibility and delivering strong unit economics. Finally, our FMCG sales extend the brand into homes and international retail, creating recurring revenue and global distribution opportunities. Together, these four pillars form a resilient, scalable model where each concept feeds the next, building a brand that lives across spaces, shelves, and cities.*

## Houses

F&B-led hospitality experiences with rooms

## Agoras

Dynamic, multi-concept spaces driven by daily footfall and flavor

## Restaurants

Single-brand formats expressing our craft

## FMCG

Signature products inspired by our restaurants

*Brand Awareness*

*Preference*

*Loyalty*



# Store Types

	House	Agora	Restaurants
	FnB-Led Hotels	Multi Concept/Brand Foodhalls	Single Brand Restaurants
	5	4	18
Size	>2500m2	>600m2	120-300m2
Uses	Hotel Rooms Relevant F&B Outlets including Restaurant / Bar or Agoras	Retail Owned Multi Brands FnB Outlets Cooking Lessons	Single Brand Outlets
Headcount	70 - 170	70 - 200	15 - 30

\*Operating and Under Development

	Houses	Agoras	Restaurants	Total
	FnB-Led Hotels	Multi Concept / Brand Foodhalls	Single Brand Restaurants	
Owned	ERGON House Athens, GR ERGON BakeHouse Athens, GR ERGON Beachhouse Nikiti, GR  ERGON House Ermou, Athens GR ERGON House London UK	ERGON Agora Thessaloniki, GR (Downtown) ERGON Agora Thessaloniki, GR (East)  <u>UD</u> Modiano Thessaloniki, GR (Downtown)	ERGON Deli London, UK (Mayfair) ERGON Deli London, UK (Westfield) 72H Thessaloniki, GR (Downtown) ERGON ToGo Athens, GR (Downtown) ERGON Originals Athens, GR (Airport) Ermou Athens, GR Tzeneral, Thessaloniki GR ERGON Deli Limassol, CY Balboa Thessaloniki, GR Balboa Athens, GR  Balboa Pilaia Thessaloniki, GR <u>UD</u> Ermou, London, UK	20
			ERGON Deli Doha, Qatar ERGON Deli Athens, GR (Airport) Sani Chalkidiki, GR Abu Dhabi, QA  ERGON Deli Doha, Qatar <u>UD</u> ERGON Deli Rifa, Bahrain	7
Franchise				
Total	5	4	18	27

UD : Under Development (Opening in the next 12 months)

# Current Footprint

& Contracted/Under Development



4 Outposts in the UK



2 Outpost in Qatar



18 Outposts in Greece



1 Outpost in Bahrain



1 Outpost in Cyprus



2 Outposts in UAE

We love cool in a big scale

ERGON 



*Unique, exotic, extraordinary, experiential.*

It's the last piece of the puzzle in the lifestyle experience of turning customers into advocates. The concept is simple. Experience-led living. We consistently communicate our brand message of local economy, slow living and sustainability through all compelling and authentic stories. As true believers in the positive power of food to transform moments and moods, we did away with the boundaries between food and unique hospitality experience. This channel is designed to add an element of surprise to the brand.

The unveiling of ERGON Houses not only signifies a bold step forward in blending Greek culinary artistry with innovative hospitality but also underscores the brand's strategic acumen, revealing ventures with exceptional profitability and robust unit economics. This expansion leverages ERGON's deep-rooted passion for authentic Greek cuisine and its flair for creating immersive, culinary-focused guest experiences, now coupled with a keen business model that emphasizes efficiency, guest satisfaction, and revenue growth. The integration of food-centric experiences within boutique accommodations doesn't just enrich the guest's journey; it also capitalizes on the growing trend of experiential travel, driving higher occupancy rates, and fostering multiple revenue streams from dining, lodging, and culinary events. This multifaceted approach not only enhances the brand's allure but also fortifies its financial foundation, making ERGON Houses a beacon of both cultural and commercial success in the ERGON portfolio. It's a testament to how ERGON's innovative ventures are not just transformative in the realm of hospitality and gastronomy but are also crafted with keen insight into market dynamics and financial sustainability, setting new benchmarks for profitability in the industry.



*ERGON is a Mediterranean lifestyle brand dedicated to crafting unique hospitality-driven projects that celebrate the rich traditions of Greek cuisine, culture, and craftsmanship. Through concepts such as ERGON House, ERGON Bakehouse, and ERGON Beach House, we bring the essence of Mediterranean living to life, combining authentic experiences with high-end hospitality.*

*ERGON House is a pioneering concept that seamlessly integrates luxurious accommodations with a vibrant dining scene, offering guests an immersive experience of Mediterranean culture. ERGON Bakehouse, on the other hand, is a project focused on the artisanal art of baking, offering freshly made sourdough bread and pastries crafted using traditional techniques. ERGON Beach House offers a luxurious retreat by the sea, where the charm of Mediterranean life meets refined elegance.*

*With the future launch of ERGON House London, our international expansion continues, bringing our one-of-a-kind, Mediterranean-inspired projects to iconic destinations around the world. Each ERGON project is uniquely tailored to its location, offering a perfect balance of tradition, innovation, and luxury.*



ERGON  
**HOUSE**  
ATHENS

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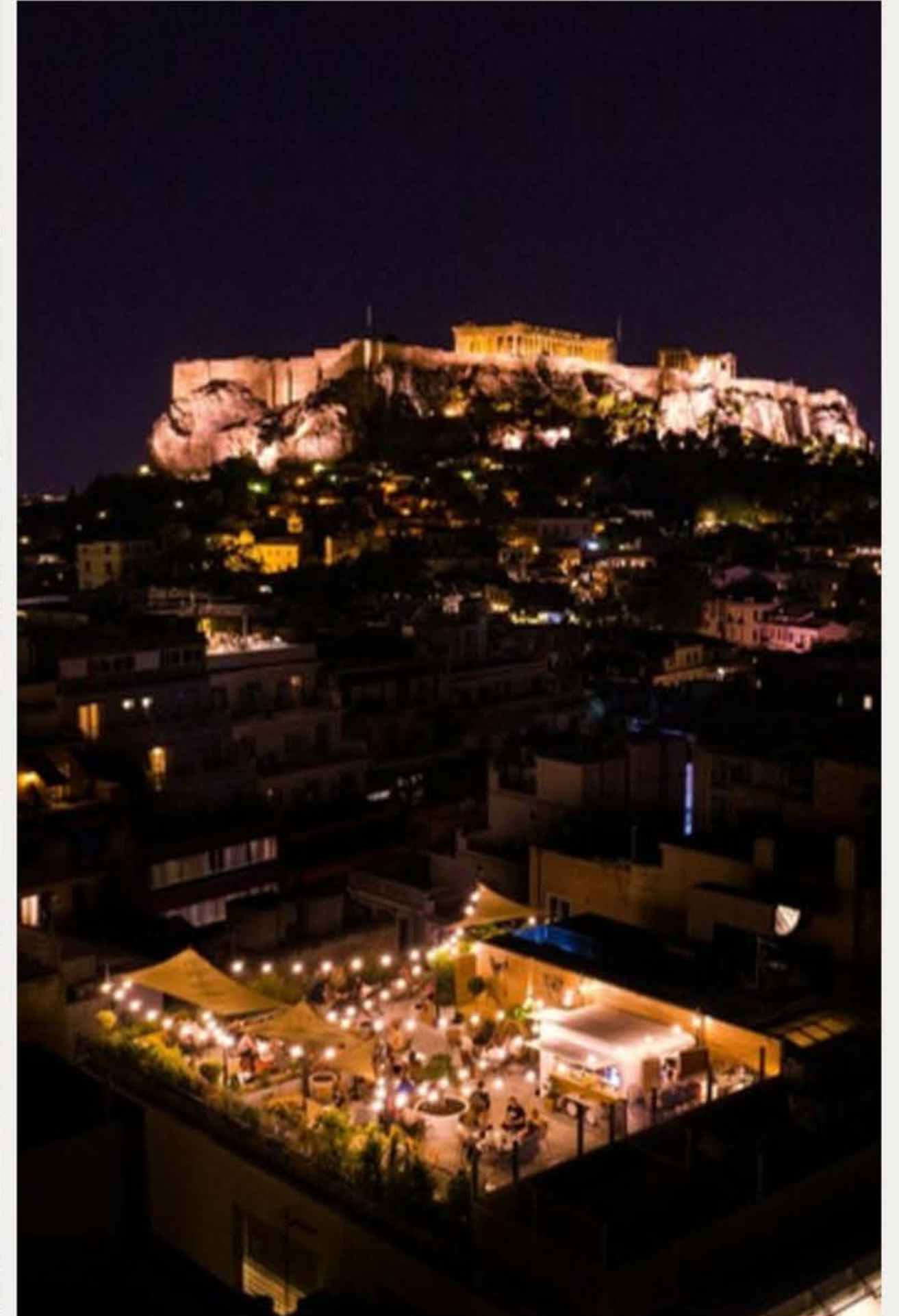
Size 3600 m2  
38 Rooms

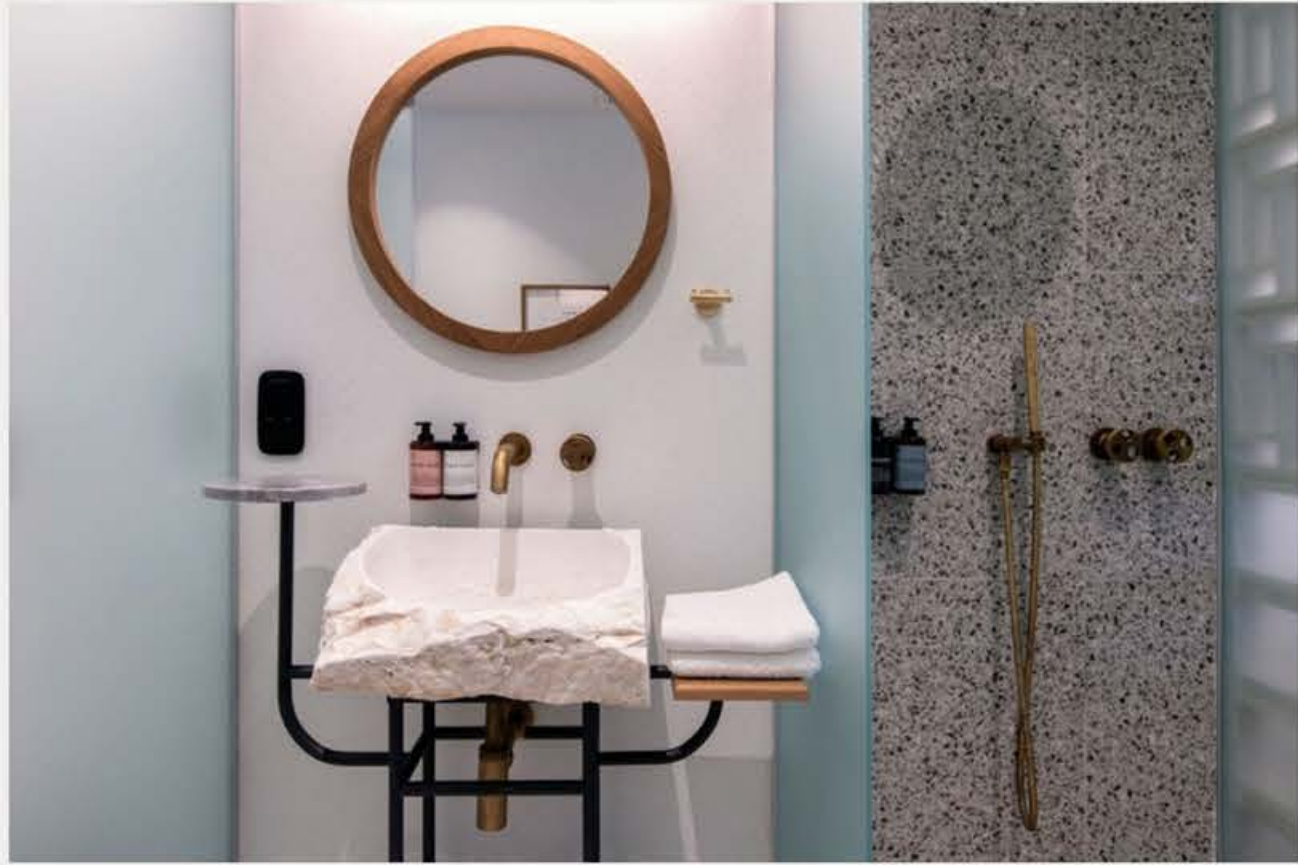
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Headcount 130

ERGON House Athens is our flagship expression of F&B-led hospitality, a living Agora on the ground floor with 38 boutique rooms above it and a rooftop bar overlooking the Acropolis. At its core is the vibrant market: the taverna, deli, bakery, bar and grocery that generate the energy, footfall and commercial performance of the entire building. The Agora is the engine, the reason people walk in, stay longer, spend more and return. Above it, the 38 rooms offer a stay immersed in the sounds, smells and soul of the market below, while the rooftop bar completes the experience with one of Athens' great views. ERGON House Athens is not a hotel with a restaurant; it is an Agora with rooms and a rooftop, a place where our food culture leads and hospitality follows.

*Athens, Greece*







# BAKEHOUSE

ATHENS

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Size 2,500 m<sup>2</sup>  
28 Rooms

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Headcount 70

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ERGON Bakehouse Athens is our F&B-led hospitality concept centred around an open bakery and restaurant on the ground floor, with 28 thoughtfully designed rooms above it and the experimental +2H restaurant on the rooftop. The heart of the building is the Bakehouse itself, where sourdough, pastries and Athenian comfort dishes are produced in full view, creating the energy and daily footfall that drive the project's commercial success. The Bakehouse is the anchor, shaping the rhythm of the entire building. Above it, the 28 rooms offer a warm, urban stay immersed in the aromas and craft of the bakery below, while the rooftop +2H restaurant extends the experience into a creative culinary space dedicated to dough-inspired cooking. ERGON Bakehouse Athens is a hospitality concept powered by its bakery, where craftsmanship comes first and the stay grows naturally out of the food.

*Athens, Greece*





ERGON

# Beach House

NIKITI

Size

Site

Size

15000sqm

36 Tents + Villas

Headcount

82

ERGON Beach House is our immersive seaside hospitality concept built around an open-air food and drink universe, with 36 thoughtfully designed glamping tents and stone-built rooms set among gardens, sand and sea. At its core is the vibrant beachfront experience: the taverna, the Balboa food truck park, the bar, the open-air cinema and the communal zones that create movement, footfall and all-day energy. The Beach House lives through its food and shared spaces, becoming a Mediterranean village shaped by flavour, music and community. The accommodation follows this rhythm, offering guests a stay surrounded by nature and seamlessly connected to the culinary heart of the property. ERGON Beach House is hospitality led by place and food, a barefoot Mediterranean world where eating, gathering and staying blend into one.

*Chalkidiki, Greece*





ERGON  
**AGORA**  
THESSALONIKI



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Size Indoor 2500 m2  
Outdoor 12500 m2

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Headcount 130

ERGON Agora East is our largest and most ambitious F&B-led destination, a 15,000 sqm open-air Mediterranean marketplace where food, craft and community shape an all-day experience. At its centre is a vibrant mix of concepts — the taverna, the bakery counters, the bars, the Balboa food truck park, the open-air cinema, the deli, the coffee spots and the communal yards — all creating constant movement, high footfall and strong commercial performance. Agora East operates as a living neighbourhood, a place where people come to eat, meet, stroll, work, gather and stay for hours. Every corner is designed to feel artisanal yet expansive, familiar yet surprising. ERGON Agora East is a modern Mediterranean village, a destination where food culture drives the experience and the scale amplifies the energy.







# ERGON DELI

GREEK  
DELI & CAFE



Size 150(Indoor) m2

Headcount 30

ERGON Deli + Cafe in London is our breakfast and lunch concept just off Regent Street, a compact and simple-to-operate format built around honest flavours, fast service and Mediterranean craft. The open counter sets the pace of the day with Greek pies, sandwiches, salads, specialty coffee and a curated selection of ERGON products. It is also the home of our now-viral koulouri with Greek yogurt, the dish that introduced London to a simple idea executed exceptionally well. Guests can dine in or grab and go, moving seamlessly between our café offer and our deli retail. ERGON Deli + Cafe brings a modern Greek food moment to one of London's busiest areas in an easy, everyday format.



# Our Other F&B Brands

*A symbiotic approach*

At ERGON, we don't just create restaurants, we build concepts with character, each one rooted in a clear idea and designed to live on its own or thrive as part of something bigger. From the slow-fermented craftsmanship of 72H, to the bold street food of Balboa, the wood-fired simplicity of Parla, and the generous soul of ERMOU Taverna, each concept is born with its own identity, aesthetics, and voice. But together, they form an ecosystem. A living, breathing marketplace of experiences that complement each other without ever blending into one. This modular, symbiotic approach allows us to scale without becoming generic when we open a large ERGON space, we don't fill it with one format. We curate it with the right mix of our own concepts, placing what's needed where it fits best — a pizza truck under the tree, a rooftop test kitchen, a laid-back pastry shop, or a fire-lit taverna. It's how we stay creative, flexible, and true to our Mediterranean soul — even as we grow. These sub-brands start as solutions inside our own environments, but their clarity, identity and execution give them the power to grow beyond them. This is the ERGON ecosystem: concepts born from necessity, crafted with intention, and strong enough to stand on their own.

**72H** ARTISANAL  
BAKE HOUSE

**+2H**

PREVIOUS ERA FOOD JUNKIES  
**BALBOA**

BOUGATSA • TRAYBAKES • ICE CREAM  
HANDCRAFTED  
FRESH  
*General*

LOVE SCORES THE HIGHEST RECORDS  
**CHEESECAKE  
HALL OF FAME**

**PARLA**

**ERMOU**

KANTINA  
**ZAPTANA  
MOY**

# 72H

## Fermentation. Patience. Perfection

72H artisanal bakehouse is a well-cherished addition to our food playground, a pioneering project that took its first steps in our mother city, Thessaloniki.

Our initiative was to forge our own path to the bake industry and cultivate a food lifestyle based on quality and finesse over quantity.

At 72H we transcend norms and we create the traditional way. Close to our roots we make our very own sourdough, we let it rest for seventy two hours and we skilfully knead our unique bread. Amidst technology and machinery, we are glad to be as analogue as it gets.

The result? Fine pastries and deep flavoured breads. Baked goodies to be taken back home or to be instantly devoured.



# +2H

## After 72 hours of fermentation, we take 2 to enjoy.

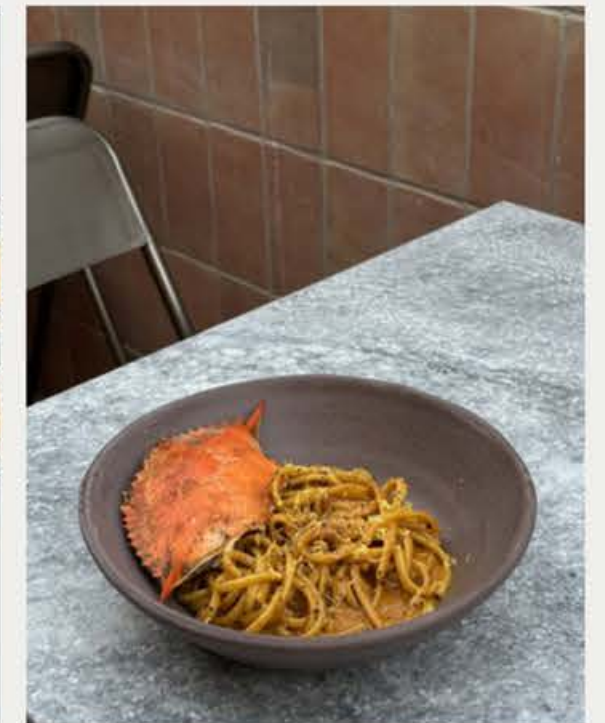
+2H is the rooftop restaurant above ERGON Bakehouse a place where time, fire, and flavor come together.

The name stands for “plus two hours” the time we take to truly enjoy the meal after the 72 hours of slow fermentation are complete. It’s the pause after the process. The celebration after the craft.

Everything at +2H starts with dough. Not just as an ingredient, but as a story. From sourdough flatbreads and filled buns to creative pastries and savory bakes, the menu explores what can happen when tradition meets curiosity when flour, water, and time are given space to transform.

The setting is open-air, raw and elegant. You dine under the sky, with views over the city and the warmth of the oven nearby. The design echoes the Bakehouse below a mix of industrial honesty and handmade beauty, where concrete meets linen and simplicity meets depth.

+2H is not a restaurant in the usual sense. It’s an experience made for those who understand that great food begins long before it hits the plate and that taking your time to enjoy it is part of the magic.

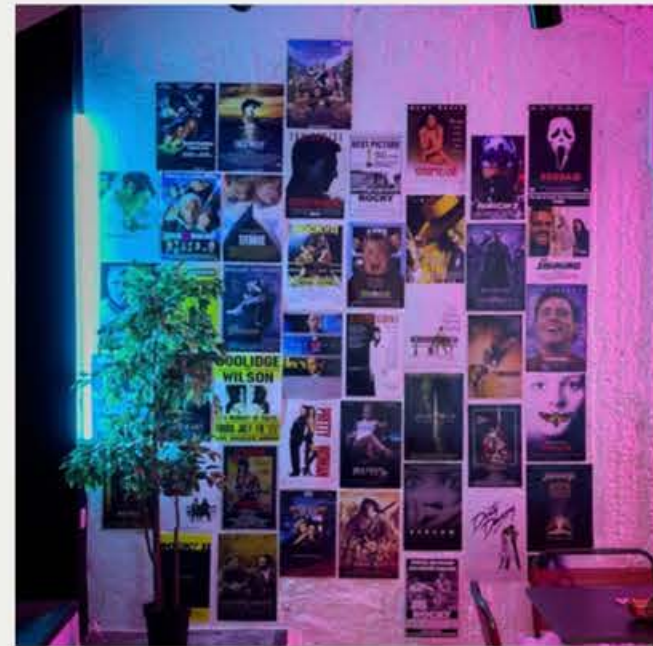


# BALBOA

**Born in the '90s. Built for now.**

Introducing Balboa, a food concept where quality and the authentic 90's experience converge seamlessly. With locations strategically positioned in the garden of Ergon Agora East, the central Ergon Agora store, Ergon Beach House, and soon in Dubai downtown we are dedicated to delivering an exceptional, unfussed dining experience.

Balboa has already established its unique footprint, offering a distinctive gastronomic journey through personalized food trucks, charming kiosks and whole establishments.



## BALBOA @ERGON AGORA EAST



## BALBOA @ERGON BEACH HOUSE





## Tzeneral — A Sweet Chapter of Greek Nostalgia

Tzeneral is ERGON's tribute to a time when pastry meant more than dessert. It was a ritual, a destination. A Sunday stroll that ended with a spoonful of something sweet and a glass of cold water. A reward after school. A quiet morning alone with a bougatsa and a newspaper. A celebration, a comfort, a pause.

In old Greece, going to the patisserie wasn't an afterthought — it was the outing itself. Families dressed up for it. Friends met there. Couples flirted over syrupy pastries and chilled rice puddings. These pastry shops were temples of texture and taste — and every tray in the display case held a memory.

Tzeneral brings this era back. But not as a replica. As a revival. With reverence and freshness.

Inspired also by the milk bars and pastry counters Greek immigrants opened in places like Melbourne and New York, Tzeneral carries their spirit — resilient, hospitable, generous. From hand-stirred rizogalo to custards, homemade bougatsa, syrup-drenched revani, creamy trigona, and seasonal ice creams, every recipe echoes a story of comfort and continuity.

The design is vintage fresh terrazzo floors, polished marble, soft pastel signage, and subtle metallic accents. It's where yesterday's patisserie meets today's craft, and where every detail invites you to slow down and savor.

Tzeneral is not about novelty. It's about bringing back the sweetness of how things used to feel and giving it a new life.



# KANTINA ZAPFANA MOY

## **A fish canteen by the sea. Nothing more, nothing less.**

Zargana mou is a seaside canteen that feels like it's always been there — simple, sun-drenched, and full of soul. Tucked right by the water, with its tables just steps from the sea, it brings back memories of old summer tavernas, where lunch slowly turns into sunset and the only plan is to enjoy the moment.

The name means “my garfish” — a playful, affectionate nod to the kind of small fish you'd find on every honest Greek table by the coast. At Zargana mou, the menu is intentionally short and clear: fresh sardines, charcoal-grilled calamari, seafood meze, and cold beer or ouzo served in mismatched glasses. Everything is cooked with real fire, real ingredients, and the kind of touch you only get when someone cares.

The design is minimal but full of feeling — whitewashed surfaces, blue accents, and the natural elements of wood, sea, and sun. There's no overthinking here, just good food, good light, and the sound of plates clinking under the shade of tamarisk trees. The soundtrack is Greek, the staff feels like friends, and barefoot kids might pass you by on their way to the shore.

Zargana mou is not a restaurant. It's a summer moment, served on a plate.



# PARLA

## Sourdough pizza / Spritz / Natural wines

Parla is the newest addition to ERGON Agora East — a charming old Citroën HY van parked under the big tree, transformed into a laid-back food truck with soul. Surrounded by tomato plants, olive trees, and fragrant herbs, Parla brings together everything we love about Mediterranean simplicity and summer ease.

It serves wood-fired sourdough pizza with bold, honest flavors, refreshing spritz cocktails, and a handpicked list of natural wines.

The design is warm and effortless, blending dark green, beige, and deep red — colors that feel rooted and modern at the same time. Striped umbrellas offer shade, metallic chairs invite you to sit back, and string lights bring a soft glow to the nights.

Parla isn't just a food truck. It's a gathering spot. A place where people come to slow down, enjoy the moment, and parla — to talk, share, and connect. It's where casual meets beautiful, where food is simple but made with care, and where the atmosphere makes you want to stay just a little longer.





## Athenian food. Shared, loud, and honest.

ERMOU Taverna is the beating heart of the new ERGON House in Monastiraki a loud, generous, and unapologetically Greek space that feels like a celebration every night. Built around an open kitchen and the warmth of the fire, it serves real Athenian food: whole fish grilled over charcoal, meats slow-cooked in clay, vegetables kissed by flame, and shared plates made to bring people together.

It's the kind of place where lunch becomes dinner, and tables fill with stories as fast as they do with food.

The design is inspired by old Athenian homes and classic neighborhood tavernas, reimagined with raw materials, lush plants, linen curtains, and marble counters. There's a courtyard under the sky, a chef's table by the fire, and a rhythm that blurs the line between hospitality and home.

Later this year, ERMOU Taverna will open in London, carrying the same spirit to a new city — with the same open kitchen, the same Mediterranean generosity, and the same belief that food is meant to be shared.



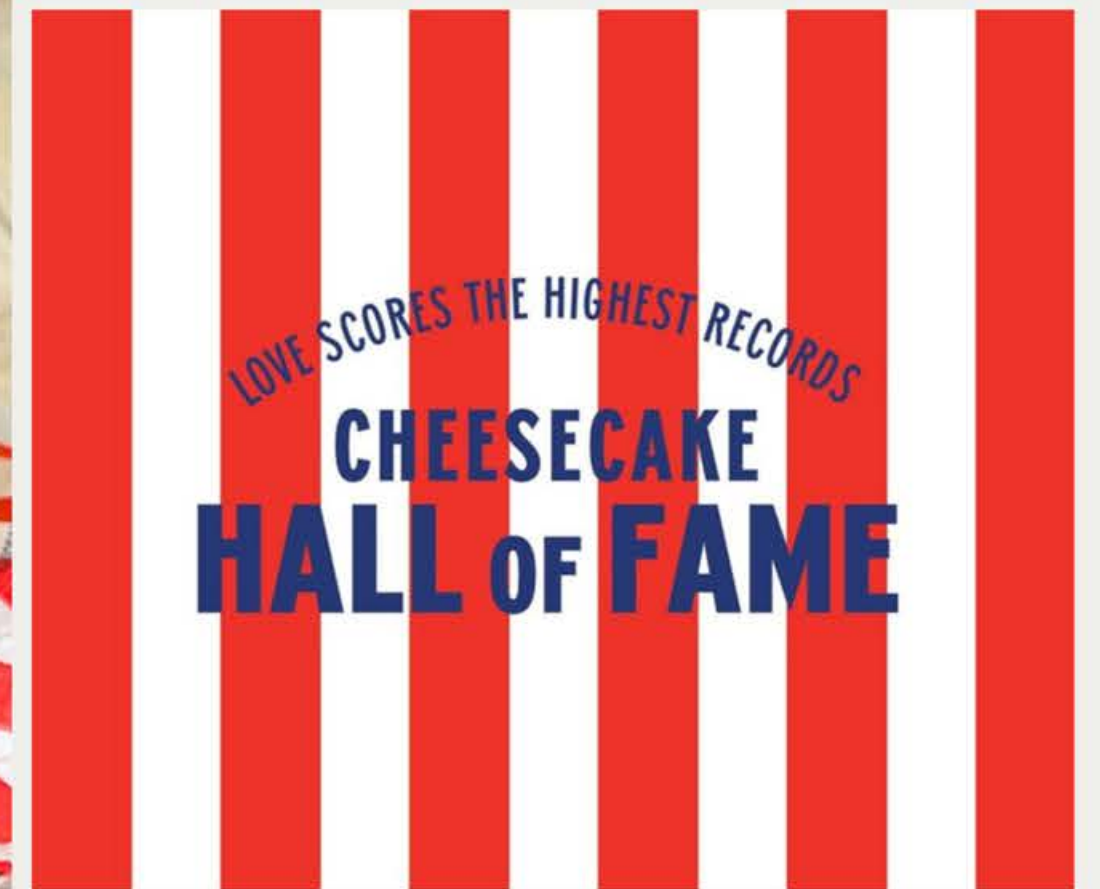
LOVE SCORES THE HIGHEST RECORDS  
**CHEESECAKE  
HALL OF FAME**

**Iconic cheesecakes. No apologies.**

The 'Cheesecake hall of fame' is a newcomer to our Thessaloniki flagship store, Ergon Agora East. The shining stars of the new project are scrumptious cheesecakes following a DIY philosophy where the visitors walk through each step in the process of creating their creamy dessert of choice.

The story between us and the cheesecake heads back to 2011 when we first opened our retail and restaurant and used to finish off our meals with classic style cheesecakes brimming with cream cheese, digestive biscuits and red fruit. With our own evolution together came our cheesecake offerings, serving today voluptuous glasses of pistachio cream, digestive and salted caramel.

Every Ergon era has its own story and this is what we are thrilled to communicate through the 'Cheesecake Hall of fame' where our love and dedication for the notorious dessert scores the highest records.





# Our exciting (new) openings for 2026

*Unique, exotic, extraordinary, experiential.*

<i>ERGON HOUSE Athens</i>	<i>ERGON Bake HOUSE Athens</i>	<i>ERGON Beach HOUSE Nikiti</i>	<i>ERGON Agora Dubai</i>	<i>ERGON Agora Doha</i>	<i>Modiano Market Thessaloniki</i>	<i>ERGON Ermou London</i>	<i>ERGON HOUSE ERMOU Athens</i>	<i>ERGON Deli + Cafe Bahrain</i>	<i>ERGON HOUSE London</i>
<i>2/2019</i>	<i>3/2024</i>	<i>6/2024</i>	<i>12/2025</i>	<i>Q1/2026</i>	<i>Q1/2026</i>	<i>Q1/2026</i>	<i>Q3/2026</i>	<i>Q3/2026</i>	<i>Q4/2026</i>

By extending ERGON presence to major cities worldwide, ERGON is on a clear path to becoming a global lifestyle brand, with each location not only contributing to a dynamic revenue model but also cementing ERGON's status as a trendsetter in the fusion of culinary and lifestyle hospitality. This strategic expansion enhances ERGON's brand equity, broadening its influence and appeal across continents and cultures, and propelling it into the forefront of global lifestyle brands.



# AGORA

DUBAI

Size 2000 m<sup>2</sup>

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Headcount 150

Opening in December 2025, ERGON Agora Dubai will establish itself in the prestigious Sheikh Mohammed Bin Rashid Boulevard, near Dubai Mall, as the brand's flagship store in the Middle East. This landmark location is set to introduce the full ERGON Agora experience to the Gulf Region, expanding the brand's identity from small cafés to a vibrant Mediterranean marketplace. As the first Agora outside Greece, this project will immerse visitors in a unique blend of authentic Greek cuisine, artisanal products, and Mediterranean lifestyle offerings, all within one of Dubai's premier destinations. This project aims to transform ERGON's presence in the Arabic world, inviting both locals and international visitors to discover and connect with the richness of the brand.

*Dubai, UAE*





Under Construction

## *Thessaloniki Central Market* *“Modiano”*

Size 5000 m<sup>2</sup>

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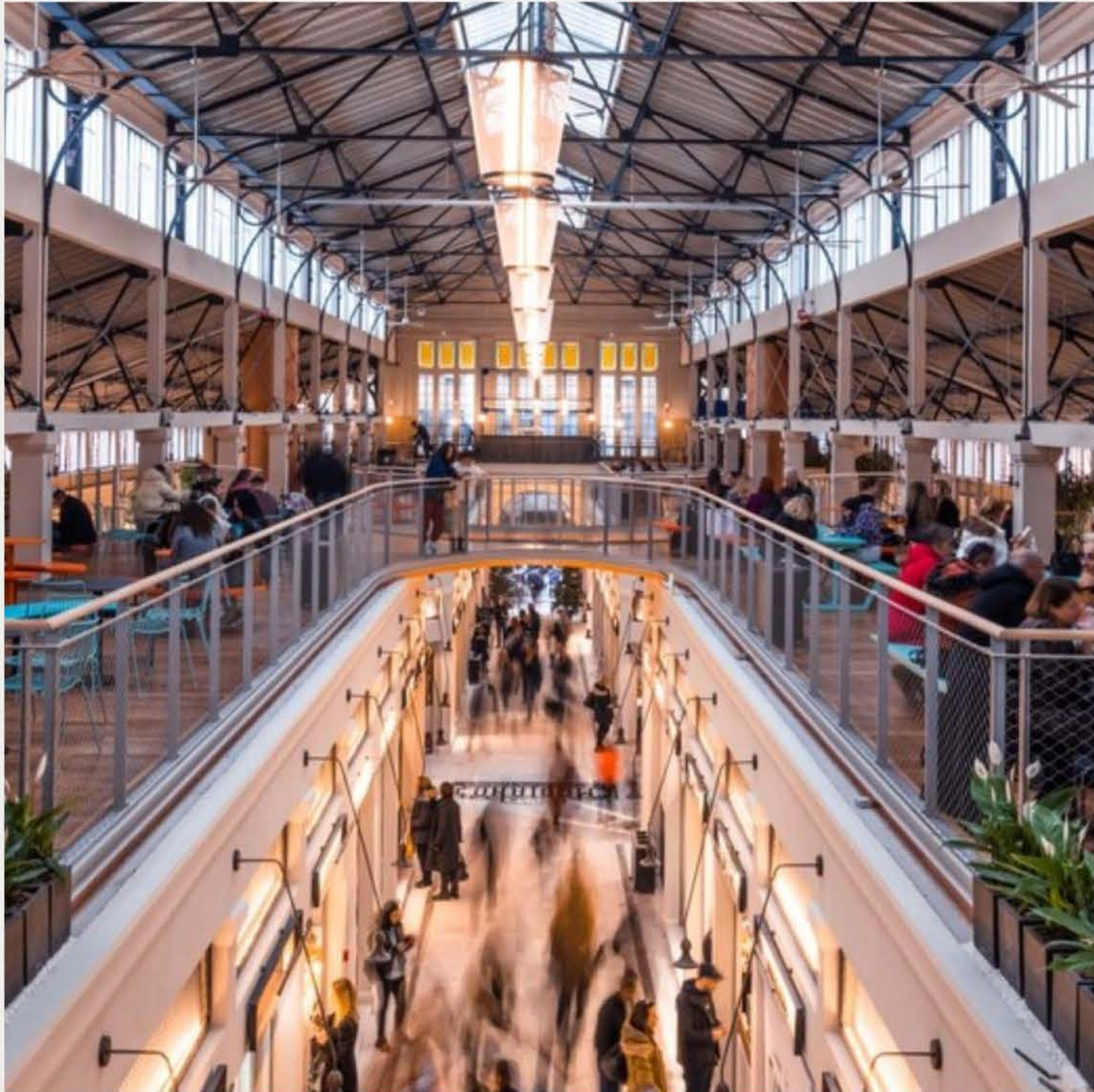
Headcount 250

ERGON has undertaken the full lease and complete transformation of Modiano Market, Thessaloniki’s historic Central Market and one of Greece’s most iconic urban landmarks. This ambitious project spans 114 independent shops and restaurants and represents one of the largest and most complex hospitality and retail redevelopments ever operated under a single brand vision in the country.

For the first time, the entire market ecosystem, from street food stalls and artisan grocers to bars, bakeries, and restaurants will be curated, designed, and operated directly by ERGON. This allows us to deliver a cohesive, high-quality experience across all tenants, transforming the historic bazaar into a modern Mediterranean food universe that celebrates craft, authenticity, and community.

The Modiano project demonstrates ERGON’s rare ability to blend cultural heritage, large-scale operations, and design-driven storytelling, positioning us as one of the few operators capable of orchestrating such a multifaceted environment at this scale while retaining soul and consistency.





# ERGON Deli+Cafe

DOHA

ERGON Deli + Cafe is now taking shape in Doha's DIFC Mall, bringing the full ERGON experience to one of the city's most dynamic districts. Designed as a flagship for our expansion in Qatar, it will combine a complete all-day menu with a curated deli of our finest Mediterranean products. This is not a café corner or a retail add-on; it is a full ERGON restaurant—our cuisine, our design language, our way of hosting—built inside a mall environment without losing the soul of the brand. With open production, warm Mediterranean materials, and dishes that travel from Thessaloniki to the Gulf, ERGON Deli + Cuisine in DIFC becomes our statement in Doha: a modern Greek dining destination shaped for a global audience.

*Doha, Qatar*



Partially Open / Under Construction



Size	2000 m2 26 Rooms
Headcount	60

In the heart of Monastiraki, ERGON House Ermou is now under construction, marking the next chapter in ERGON's vision for food-led hospitality. The project expands across multiple floors, including two newly added levels that will feature 26 boutique rooms and a rooftop pool bar overlooking the Acropolis.

On the ground floor, Taverna Ermou and Balboa Bar anchors the experience, creating a seamless flow between dining, music, and stay. The design is inspired by the Old Athenian way of living, internal courtyards, lanterns, and the warmth of hand-crafted details reinterpreted through a contemporary lens. Marble, terrazzo, ironwork, and custom furniture made by local artisans celebrate Athens' urban soul while offering a calm, authentic hospitality experience. ERGON House Ermou is conceived as an intimate neighborhood world, where the city's everyday rhythm and timeless character come together under one roof.









# HOUSE

LONDON

Size 2600 m<sup>2</sup>  
26 Rooms

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Headcount 80

ERGON House London is our next flagship expression of F&B-led hospitality, combining an ERGON restaurant, an ERGON Originals store, a deli and a rooftop bar with expansive views over Covent Garden. The ground floor is the heart of the project, a vibrant food and retail space that drives the energy and commercial rhythm of the entire building. It brings the spirit of a modern Mediterranean agora to one of London's most iconic districts, blending crafted dishes, artisanal products and high-design interiors.

Above it, the rooms offer a calm, refined stay shaped by ERGON's signature aesthetic and connected directly to the culinary universe below. ERGON House London is a destination where our food culture leads the experience, and London becomes part of the broader ERGON ecosystem.

London, UK





# ERGON Deli+Cafe

BAHRAIN

In the new Al Kozama development in Bahrain, ERGON Deli + Café will become one of the project's signature lifestyle anchors a modern Mediterranean destination designed for an elevated everyday experience. Blending our curated deli of artisanal Greek products with a full all-day café menu, the space will bring ERGON's warm, soulful hospitality into a contemporary Bahraini context. The

design will follow our characteristic balance of craftsmanship and modernity, with open production, refined materials, and thoughtful details that make the space feel both global and deeply personal. As part of Al Kozama's vision for a vibrant mixed-use community,

ERGON Deli + Café will introduce a fresh, authentic culinary voice — a place where residents, visitors, and professionals can gather, taste, share, and connect.

*Al Khozama, Bahrain*



ERGON

# Beach House

DIAPOROS

The idea of an energy sustainable, eco friendly, all-inclusive retreat is our next project. A heaven full of tranquillity located in a paradise-like place on a private island without cars, and urban life. An-off-the-grid experience.

A unique high end all-inclusive bungalow retreat where the international visitor could experience the highest level of living among activities for kids, yoga, fine drinking and the ultimate farm-to-table experience while domestic and local clientele could interact with the beach bar and taverna as a local destination.

Imagine Maldives, but without the sharks. Inspired by the beach houses in tropical destinations in south east Asia, the ERGON Retreat will be a family-friendly destination as well as a local beach bar and sea side taverna. Pools, spas, wellness center and 3 type of ecological rooms will create a unique epicurean sustainable environment for local and international visitors.

*Chalkidiki, Greece*



# Global Expansion Roadmap

We envision a kind of growth that our culture and our people can truly carry. Expansion at the pace of our soul, not the pace of a spreadsheet. We choose markets, partners, and projects that allow ERGON to stay ERGON: creative, human, and present. We grow only in ways that our company can support, without stretching our culture thin or losing the values that brought us here. So far we have been growing through project development, but we are increasingly considering inorganic opportunities going forward



## Existing and Under Development

- 19 Locations in Greece
- 3 Locations in UK
- 2 Locations in UAE
- 2 Locations in Qatar
- 1 Location in Bahrain

## Phase 1 +3 Years

- +4 Locations in Greece
- +2 Locations in UK
- +1 Location in UAE
- +1 Location in Qatar
- +1 Location in Bahrain
- 1 Location in KSA
- +2 Location in Europe TBD
- +2 Locations in USA TBD

## Phase 2 +6 Years

- +2 Locations in Greece
- +2 Locations in UAE
- +1 Location in KSA
- +2 Location in Europe TBD
- +3 Locations in USA TBD

# Our FMCG Brands

*From Hospitality to Shelves: A Mediterranean Lifestyle in Every Product*

ERGON began as a celebration of Greek craftsmanship and hospitality. Today, that same philosophy extends into a curated line of FMCG products born in our restaurants, bakeries, and bars—or crafted independently to reflect our Mediterranean lifestyle vision.

Two Origins. One Vision.

Born from ERGON's F&B World



Our signature pantry essentials

**72H**

Pasta, Flours & Sauces

PREVIOUS ERA FOOD JUNKIES  
**BALBOA**

BBQ Rubs & Nachos

Independent Lifestyle Offshoots



Artisanal Chips & Bars



Paper-bottled water



Sparkling Herbal teas



Fruit Smoothies

# Born from ERGON's F&B World



Our best-selling line of pantry essentials—olive oils, herbs, spreads, and sauces—crafted with the same ingredients we serve in our delis around the world



# 72H

Slow-carb, nutrient-rich product inspired by our philosophy of patience and craft. Our top-sellers in our Bakehouse shelves and now expanding to specialty stores across Europe.



A bold, flavor-forward line of dry rubs and nachos inspired by our speakeasy BALBOA bars. Think 90s nostalgia meets new age.



## Our other FMCG brands



Hand-cut chips and artisanal cereal bars made in small batches. Earthy, simple, and addictive. Inspired by Greek farmers, named after their family.



A line of alcohol-free sparkling herbal infusions that capture the scents and wellness of the Greek countryside. Functional and clean Packaging that pops on shelf



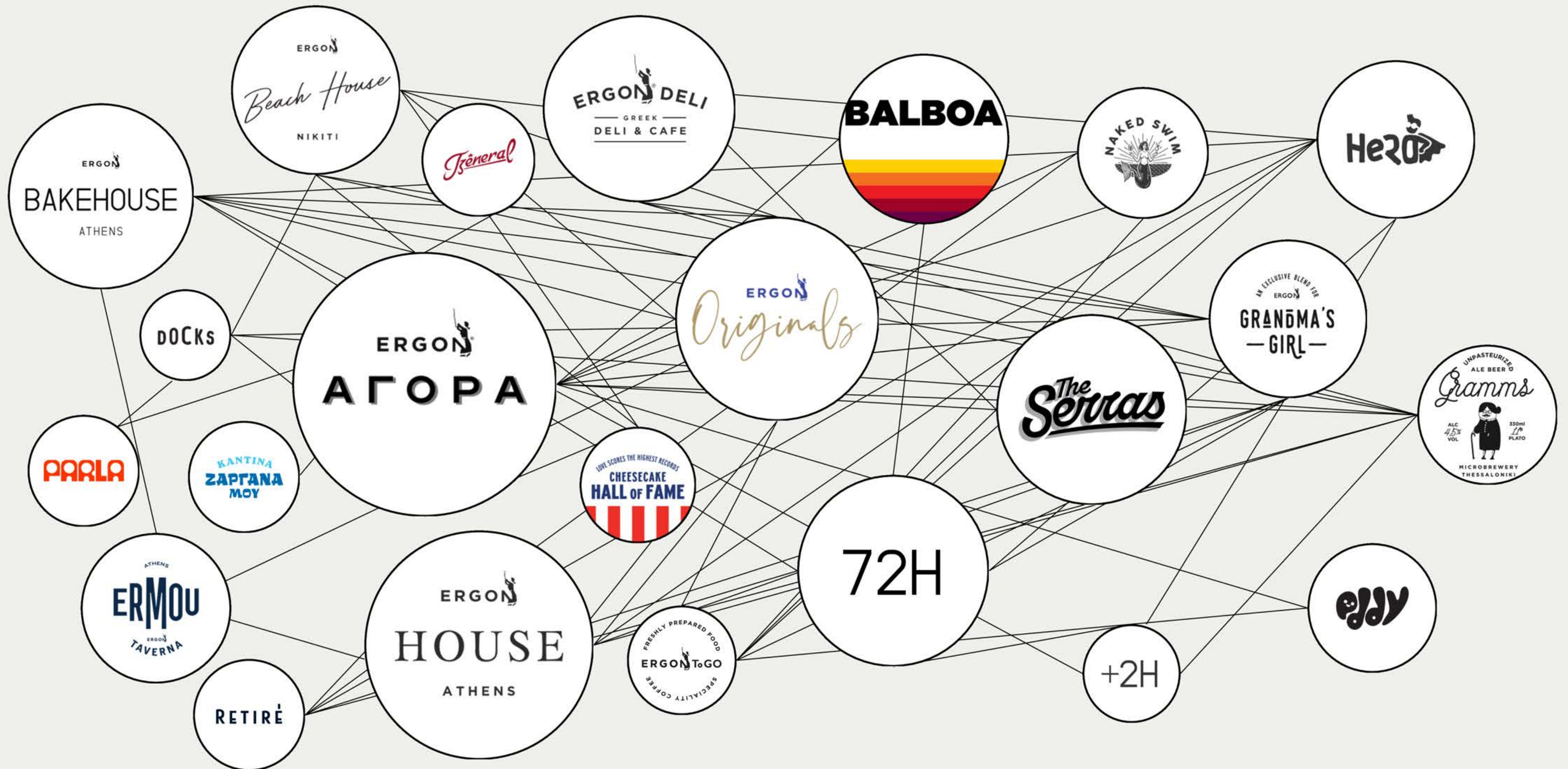
Cold-pressed fruit smoothies. No sugar. No additives. Just pure, daily energy. Great for on-the-go retailers and wellness-focused shops



Spring water in paper bottles. Plastic-free, proudly plain. Everyday product with a bold environmental statement. Ideal for hotels, gyms, co-working spaces



# Our ecosystem.



# Our Entrepreneurial Management Team

*The ones who see things differently.*



Georgios  
Douzis COO

*Operations, Franchise Operations*



Thomas  
Douzis CEO

*General management, Creative Direction,*



Nikoleta  
Asprou CFO

*Financial Management, HR Management*



Marika  
Kyriakidou

*Creative Director  
Atelier*



Evripidis  
Chrisovitsanos

*Purchase Direction*



Christina  
Malteizou

*Marketing Direction*



Evgenis  
Pehlivanis

*Operations Direction*



Panagiotis  
Xanthis

*Culinary Creative Direction*

Lefteris  
Athanasopoulos

*Culinary Operations Direction*



## Mission

Become a global brand  
for Mediterranean food :  
Finest Mediterranean products  
Modern Mediterranean delis  
Greek culinary culture.

## Vision

Unify all fine, premium, artisanal  
segments of the Hellenic food  
market under one brand and  
redefine “Greek food” taking it  
back to its roots.

## Purpose

Preserve the values  
of the past by promoting the  
work of food artisans who still  
adhere to strict high standards  
and a strong moral code.

# E

## Sustainable Packaging

From compostable serviceware at our restaurants, to educating our small food artisans in using garden-compostable packaging we aim to eliminate plastics from our life. Thanks to EU legislation more packaging suppliers and food artisans adopt innovative technologies at smaller scale.

## Energy Transition

We are joining the race to raise awareness and have impact. We are planning an off-grid self sustainable beach farm house using exclusively solar energy and water desalination on a private island in Greece in 2023.

## Zero Food Waste

With our mixed operations (Deli + Restaurants), "No Food Waste" is not just a marketing tagline. It's our foundation. Our soon-to-expire food products are used by our kitchens as prime ingredients giving the opportunity to our customers to try most of our exquisite products in out-of-the-box ways.

# S

## Social Impact

ERGON works as a stratagem for true small, independent, honest, food artisans to reach global markets. Those local artisans who choose to remain true to their tradition and craft real food products following history-tested processes. It is our responsibility to nurture them by modernising, protecting and promoting their honest work – their ERGON. It is our vision to educate them and try to preserve the values of the past by giving back to really small local communities – our "ERGON".

# G

## Governance

Let's be honest. ERGON started from scratch and flourished in the middle of the economic crisis with laborious bootstrapping based on our team's ability to execute on an atypical strategy lacking entrepreneurial totems.

Our reward-risk balanced (lacking plan b most of the times) decision making strategy from the very first days filled our management team with leaders and team members who think and actually act as owners, have a more meaningful, rewarding, and enjoyable corporate life while they transform ERGON group from a local family business into an international disruptor.

We are now working towards putting the right Team and Governance in place for the next step of our journey.

# Market Trends

*Key F&B trends that Ergon leverages*

## Caffeine Fix

Speciality coffee shops have taken the world by storm, offering a range of highly Instagrammable caffeine-based drinks and interiors. Restaurants are competing for a share of this market with innovative presentation and flavours.



## Health & Wellness

Increased consumer knowledge and concerns with health & wellness, especially with food. Ergon is a promotor of the Mediterranean diet - widely acknowledged as the healthiest diet in the world.

## Food Stalls & Market Halls

Foodie culture has made space for a new breed of food hall. Far from the tired, uninspired clusters of the 90s, food halls and emporium concepts are making it onto the culinary map for authenticity and quality at a reasonable price.



## Brunch

Eating out regularly has been normalised for younger generations, and frequency has risen at breakfast and brunch in particular. Many restaurants now offer signature twists on breakfast staples.



## Casualisation

Consumers are moving away from white tablecloths and stuff service as food-forward concepts gain popularity. Trendy, minimalist and comfortable environments are the new luxury.



# We don't fit in

and we're proud of it.

We reject the idea of sameness—the cookie-cutter spaces, the forgettable experiences, the standard formulas that have been used in hospitality and retail for years. Instead, we set out to create something that stands out—something memorable, something worth talking about.

From our design, to the way we source our products, to the way we engage with people, to the way we grow, ERGON refuses to fit into any mold.





[www.ergonfoods.com](http://www.ergonfoods.com)