

Athens, 6<sup>th</sup> December 2022

## **Sarantis Group: “Experience will reshape 2023”**

**Sarantis Group presents the latest brand news & strategy issues for 2023 to the Greek Retail Trade, through an integrated experience that enhances interaction with visitors.**

*Sarantis Group, once again, makes the difference and this time, created an unforgettable experience to the Greek Retail, sharing significant news for its brands, the shopper experience, the latest business news & strategy issues for 2023. With the central message “**Experience will reshape 2023**” six different brand rooms were created, in eight creative & interactive sessions, to present the Group’s news & strategy for the upcoming year in a unique space in the city center of Athens, overlooking the Acropolis.*

*Group’s leading brands, such as [Noxzema](#), [Bioten](#), [AvA](#), [Sanitas](#), and more brands that focus on younger audiences, like [Batiste](#), [STR8](#), managed to gain visitor’s attention & interest.*

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### **Sarantis Group**

*Headquartered in Athens and boasting a history of over 50 years, Sarantis Group is a multinational consumer products company having leading presence in Eastern Europe and an expanding geographical footprint through own subsidiaries and strong export activity worldwide. Our mission is to uplift the mood of consumers, with beautiful simplicity that makes everyday life better, by being always nearby, working closely with our stakeholders to create value sustainably. From Personal Care, Home Care and Health Care Products as well as Luxury Cosmetics, we offer well recognized brands that have a positive impact on people’s everyday lives. With strong activity in 13 countries, and in particular in Greece, Poland, Romania, Bulgaria, Serbia, Czech Republic, Slovakia, Hungary, Northern Macedonia, Bosnia, Portugal, Slovenia and Ukraine, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.*