



The Europeana Food and Drink project and the Attica Wine Trail & The experience of the Domaine Vassiliou Winery



Repurpose, Experience, Taste and Rethink Culture: How to
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Innovathens, 22 Μαρτίου 2016

Το έργο Europeana Food and Drink...

...έχει σκοπό την ανάπτυξη βιώσιμων πολιτιστικών και δημιουργικών συνεργειών μέσα από τη γαστρονομική κληρονομιά της Ευρώπης



Το έργο European Food and Drink...

...χρηματοδοτείται
από την Ευρωπαϊκή
Επιτροπή και
συμμετέχουν σε αυτό
26 εταίροι από 16
χώρες



Το έργο Europeana Food and Drink...

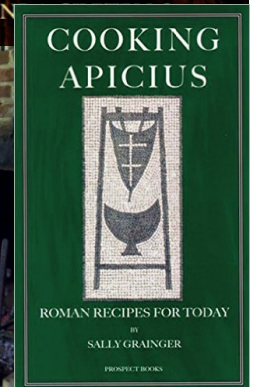
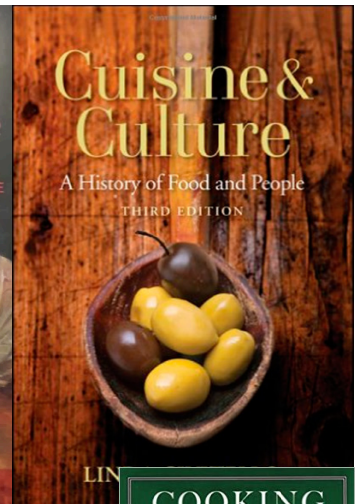
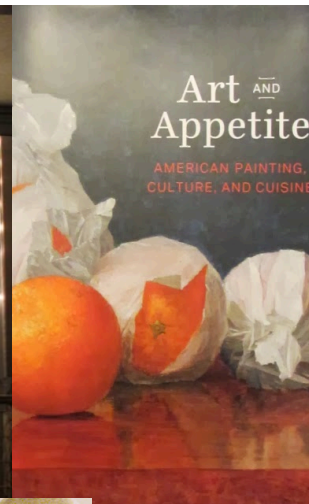
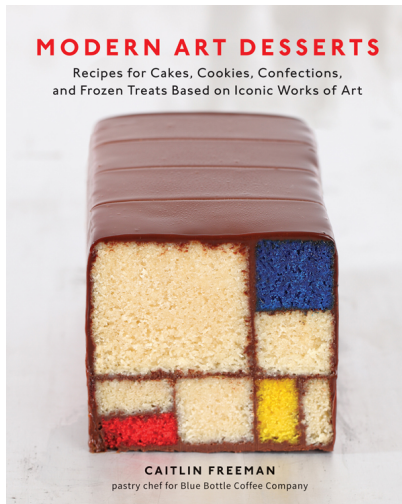
... θα δημοσιεύσει
στη Europeana
μέχρι την
ολοκλήρωσή του
50.000-70.000
τεκμήρια που
καλύπτουν την
περίοδο από τα
Ρωμαϊκά χρόνια
ως το σήμερα



Το περιεχόμενο καλύπτει διάφορες κουζίνες, συνταγές, σκεύη, εργαλεία, πρώτες ύλες, τρόπους παραγωγής, ήθη & έθιμα αλλά και έργα τέχνης, διαφημιστικό και αρχειακό υλικό και πολλά άλλα...



... και μπορεί να εμπνεύσει και να συντελέσει στη δημιουργία νέων προϊόντων και υπηρεσιών που σχετίζονται με τη βιομηχανία φαγητού και ποτού

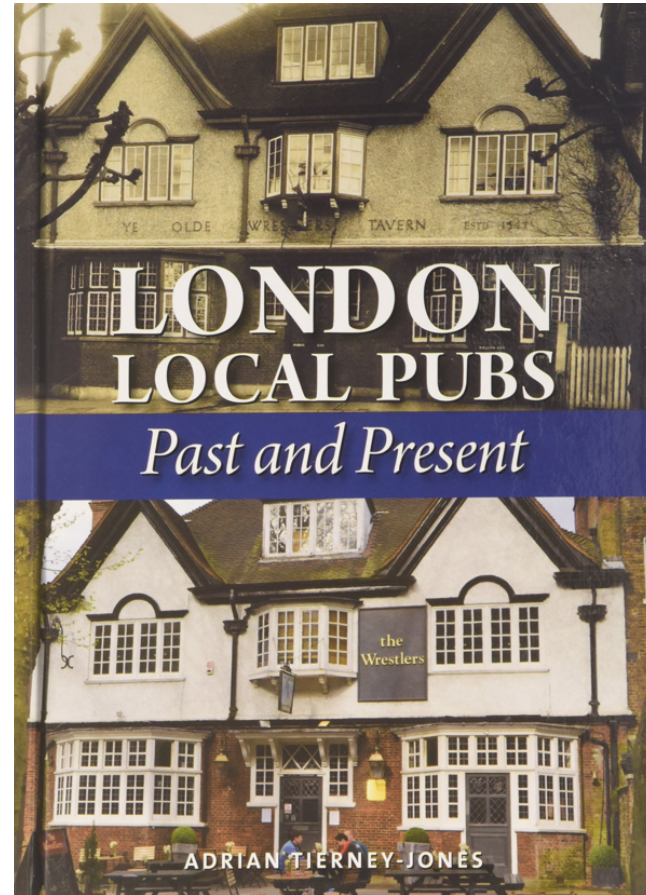


Το έργο **Europeana Food and Drink...**

...και οι εφαρμογές που δημιουργήθηκαν

Βιβλίο και e-book

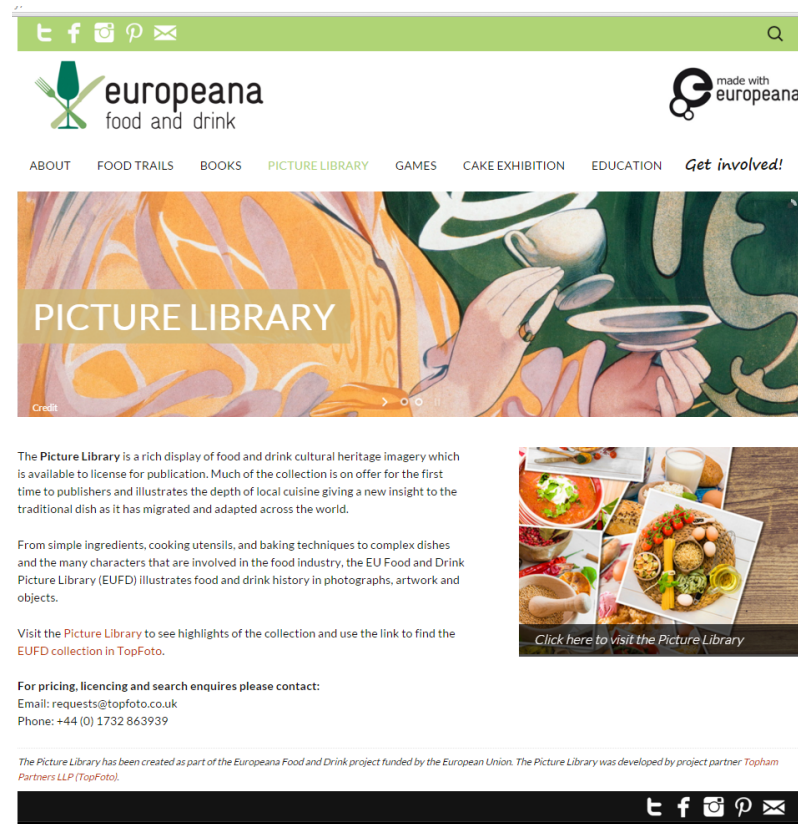
**London Local Pubs
Past and Present**



Το έργο Europeana Food and Drink...

...και οι εφαρμογές που δημιουργήθηκαν

Βιβλιοθήκη εικόνων Picture Library



t f i p e

made with europeana

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PICTURE LIBRARY

Credit

The **Picture Library** is a rich display of food and drink cultural heritage imagery which is available to license for publication. Much of the collection is on offer for the first time to publishers and illustrates the depth of local cuisine giving a new insight to the traditional dish as it has migrated and adapted across the world.

From simple ingredients, cooking utensils, and baking techniques to complex dishes and the many characters that are involved in the food industry, the EU Food and Drink Picture Library (EUFD) illustrates food and drink history in photographs, artwork and objects.

Visit the **Picture Library** to see highlights of the collection and use the link to find the **EUFD collection in TopFoto**.

For pricing, licencing and search enquires please contact:
Email: requests@topfoto.co.uk
Phone: +44 (0) 1732 863939

The Picture Library has been created as part of the Europeana Food and Drink project funded by the European Union. The Picture Library was developed by project partner Topham Partners LLP (TopFoto).

t f i p e

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food and drink

Το έργο **Europeana Food and Drink...**

...και οι εφαρμογές που δημιουργήθηκαν

Παιχνίδι **“Food Planet”**

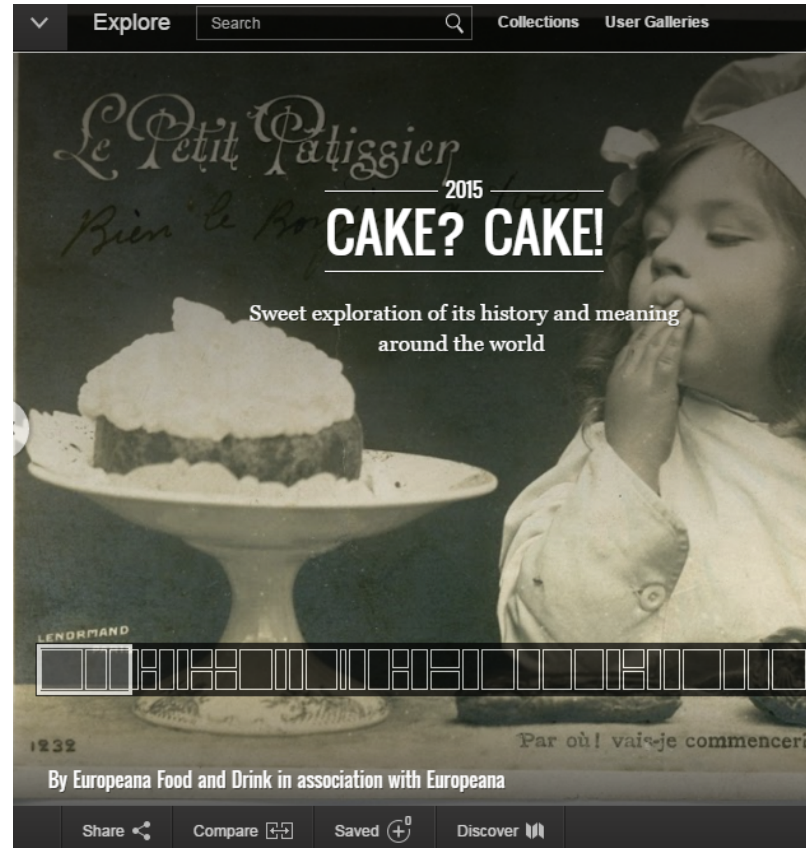


Το έργο Europeana Food and Drink...

...και οι εφαρμογές που δημιουργήθηκαν

Εικονικές εκθέσεις

Cake Exhibition



Το έργο **Europeana Food and Drink...**

...και οι εφαρμογές που δημιουργήθηκαν

Εκπαιδευτικά
εργαλεία

e-learning

Video: Are you chewing gum?



Resource Summary

Το έργο Europeana Food and Drink...

...και οι εφαρμογές που δημιουργήθηκαν

Εικονικές θεματικές διαδρομές
Tea Trail London



LONDON FOR TEA LOVERS



Δημοσιότητα του προγράμματος μέσα από κανάλια επικοινωνίας

- ιστοσελίδα 428,000 επισκέψεις ως το Δεκέμβριο 2015
- blog 8,000 επισκέψεις ως το Δεκέμβριο 2015

Κανάλια κοινωνικής δικτύωσης

- twitter
- facebook
- pinterest
- instagram

Διεύρυνση δικτύου με νέους οργανισμούς

- Εθνικό Ιστορικό Μουσείο
- Εθνική Πινακοθήκη
- Ίδρυμα Γ. Ζογγολόπουλου
- Ίδρυμα Τοσίτσα
- Πινακοθήκη Αβέρωφ
- Πολιτιστικό Ίδρυμα Ομίλου Πειραιώς
- Κέντρο Έρευνας της Ελληνικής Λαογραφίας της Ακαδημίας Αθηνών



Διεύρυνση δικτύου με νέους οργανισμούς

- ΕΔΟΑΟ
- Οινότρια Γη Κτήμα Λαζαρίδη
- Κτήμα Βασιλείου
- Οινοποιείο Παπαγιαννάκος
- Ελληνικά Κελάρια Οίνων
- Κατώγι & Στροφιλιά
- Κτήμα Ρωξάνης Μάτσα
- Οινοποιείο Αφοί Μυλωνά



...και η δική μας θεματική διαδρομή στα οινοποιεία της Αττικής

[Attica Wine Trail](#)



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Project co-funded by the European Union under the ICT Policy Support Programme



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ATTICA WINE TRAIL

7 steps



NUMBER OF STEPS

Outdoor

TYPE

Attica

PLACE

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ABOUT

Greece is the birthplace of **Dionysus**, the god of wine. The history of wine tradition in Greece and especially Attica dates thousands of years. Athens has a strong ally in wine making: its climate, that's why wine and grapes were always considered to be among Athens' most important products.

Taste a part of the rich viticultural and winemaking tradition in Attica through the Wine Trail in some of the most important wineries in the region: [Roxani Matsa Winery](#) , [Papagiannakos Domain](#), [KATOGL Strofilia](#), [Greek Wine Cellars](#), [Domaine Vassiliou & Nemeion Estate](#), [Domaine Costa Lazaridi](#) ,[Mylonas Winery](#).

Wineries that use their traditional know-how but they keep experimenting, using the modern technology, in order to enhance the wine production and maintain Attica in a fine position in the international wine map.

Read about their history and learn about the varieties. Take a glimpse at the premises and the vineyards and feel the euphoria that gives the magical world of wine!

The Attica Wine Trail was created by PostScriptum under the Europeana Food and Drink Project with the contribution of the wineries and the support of EDOAO.



7 TRAIL STEPS

STEP
1



OENOTRIA LAND COSTA...

STEP
2



ROXANI MATSA ESTATE

STEP
3



DOMAINE PAPAGIANNAKOS

STEP
4



DOMAINE VASSILIOU

STEP
5



GREEK WINE CELLARS, D...

STEP
6

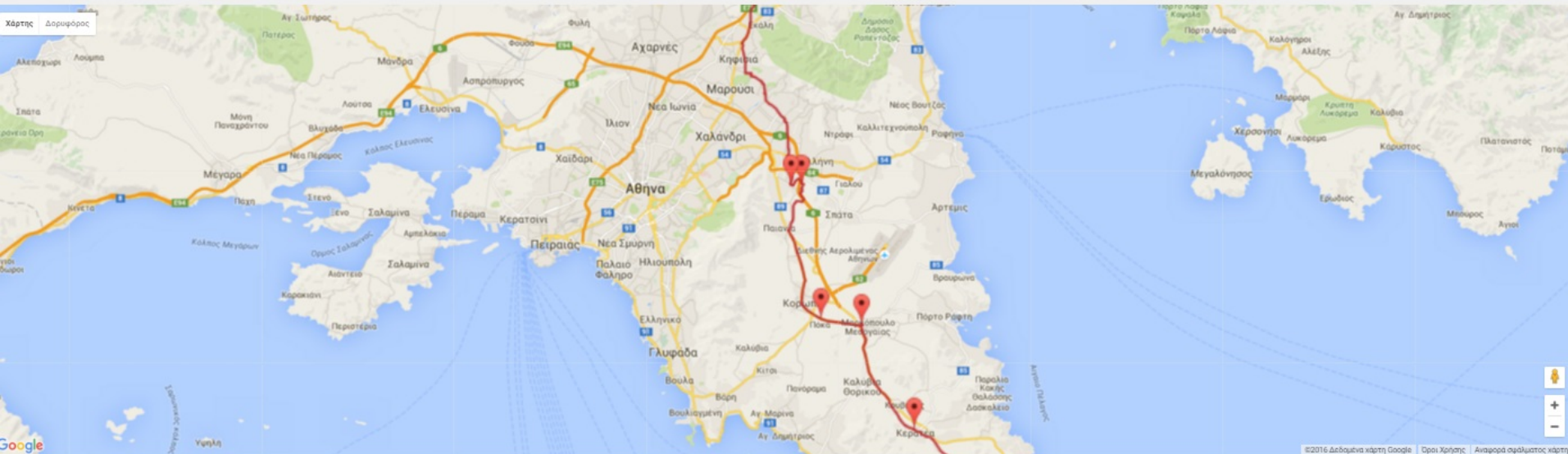


MYLONAS WINERY

STEP
7



KATOGI STROFILIA



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STEP

1

X



Oenotria Land Costa Lazaridi, CC BY-NC-SA 4.0



STEP

2



ROXANI MATSA ESTATE

STEP

3



DOMAINE PAPAGIANNAKOS

OENOTRIA LAND COSTA LAZARIDI

ADDRESS

2nd km Kapandriti - Kalamos

SOCIAL



PHONE

+30 22950 52 213

E-MAIL

Contact us

WEBSITE

Visit our homepage

OPENING HOURS

In the spring of 2006 in Kapandriti, Attica, just half an hour from Athens we created "Oenotria Land Costa Lazaridi" a building complex of 10,500 sq.m. with multiple functional capabilities. The name inspired by Oenotros, the son of a Greek king – who founded a colony in southern Italy where he cultivated the vine and made wine with exceptional results – reflects the progress of Domaine Costa Lazaridi in this new undertaking away from familiar Drama.

On the shores of lake Marathon we cultivate organically with very low yields around 20 hectares of vineyards with Cabernet Sauvignon, Syrah and Agiorgitiko. This provides the raw material for our two Oenotria Land wines produced in our modern, boutique winery.

Oenotria Land is also a modern multiplex focused on hosting a variety of social or professional events in impeccably laid out and equipped, indoor and outdoor areas of exquisite aesthetics and inspired luxury and provided with gastronomy and service of the highest level.

Also part of the complex is the Costa Lazaridi Wine Museum. A place that honors the vine, its products, and their inseparable bond with mankind from antiquity until today. A multitude of exhibits and artifacts from the 17th century until today assisted by modern audio visual means, provide the visitor with comprehensive knowledge on both the story and the production process of wine, spirits and vinegar.

STEP
1



OENOTRIA LAND COSTA...

STEP
2



STEP
3



DOMAINE PAPAGIANNAKOS

STEP
4



DOMAINE VASSILI



ROXANI MATSA ESTATE

ADDRESS

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WEBSITE

[Visit our homepage](#)

The Matsa Estate in Attica, is situated in Kantza, a region known from the past for the cultivation and production of high quality wines. It is a historical vineyard that has been cultivated since the late 19th century. In collaboration with the Boutari Company, Roxani Matsa has undertaken the role of continuing this tradition since the beginning of 1980's. For her contribution to the preservation of viticulture in this region, Roxani Matsa was declared "Wine Personality of 2001" by the Greek Wine Press Union. The estate covers a total area of 12.2 hectares, and is cultivated according to the principles of organic farming. Its marl (clay loam) soils are rich in calcium, potassium and magnesium. The vineyard is planted with Savatiano, Malagouzia, Assyrtiko, Syrah, Roditis and Sauvignon Blanc. This historical vineyard of Attica produces the Malagouzia Matsa and the Experimental Syrah sans sulfites.

—● DID YOU KNOW

Roxani Matsa Winery is a member of the [Boutari Company](#), one of the biggest Wine industries in Greece with 130 years of experience in wine and vine production.

STEP
2



ROXANI MATSA ESTATE

STEP
3



Domaine Papagiannakos, CC BY-NC-SA 4.0



STEP
4



DOMAINE VASSILIOU

STEP
5



GREEK WINE CELLARS, D...



MYL...

DOMAINE PAPAGIANNAKOS

ADDRESS

Pousi – Kalogeri

SOCIAL



PHONE

+30 22990 25206

E-MAIL

Contact us

WEBSITE

Visit our homepage

OPENING HOURS

The winery is open on weekdays and Saturdays from 9 am to 4pm On Sundays by appointment Please contact us a few days beforehand to allow us prepare for your visit.

The company was established in 1939 in Markopoulo, which lies in the heart of the plain of Mesogaia, Attica. During the 1960s a great deal was done to bring the technology of the winery up to date and it developed commercially, producing good quality wine in casques.

Today the third generation of the Papagiannakos family is continuing the tradition with the same love for good wine, combined with knowledge and experience and using the latest wine producing technology.

With carefully-tended, family owned vineyards covering a total area of several hectares, consisting mainly of the SAVATIANO variety, Vassilis Papagiannakos has created the first open bioclimatic winery in Greece, awarded by the Hellenic Institute of Architecture for its modern design and bioclimatic standards.

Wine tours and tastings are held at the winery on a daily basis.

The combination of knowledge and tradition, stretching back for nearly a century, has resulted in the creation of nine bottled wines, each with their own unique, full-bodied and well balanced flavor. The most popular of our products is "SAVATIANO PAPAGIANNAKOS".

LOCATION OF ATTICAN VINEYARDS

Located 30km from the shadow of Acropolis and spreading from the capital Athens to the coast of Attica where some of the most popular beaches in Greece sit, the Attican vineyard has been seriously threatened by urban development.

However, fortunately, recognizing the need to preserve our own culture and areas of great archaeological interest –some of the most important archaeological findings of the area of PEDICLES have been found in excavations in the Attican Vineyards (e.g. the statue of KOUROS)-the government has introduced a law that protects attican vineyards from becoming urban area. Therefore, 330 hectares of vineyards will go on creating some of the finest wines Greece ever produced.

CULTIVATION –LANDSCAPE –CLIMATE

The vineyards in Attica have been cultivated by many generations of the same families. The methods of cultivation are traditional not intense which combined with low rainfall give high quality low yield wine.

The landscape of the Attican Vineyards is varying and is made up of undulating hills and hidden streams. The terroir is a combination of clay, sand and gravel which enables rainwater to drain well and the air to circulate in the soil.

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Close

STEP
3



DOMAINE PAPAGIANNAKOS

STEP
4



Domaine Vassiliou, CC BY-NC-SA.4.0



STEP
5



GREEK WINE CELLARS, D....

STEP
6



MYLONAS WINER...



DOMAINE VASSILIOU

ADDRESS

1st km Koropi – Markopoulo Ave.

SOCIAL



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+30 210 6626870, 210 6627686

E-MAIL

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WEBSITE

[Visit our homepage](#)

OPENING HOURS

Monday to Friday: 9:00a. - 17:00 pm.

Saturday 10:00 am - 16:pm
By appointment

ADMISSION

The history of the Vassiliou family wines begins around 1905. Ever since and for three generations the production of quality wine continues from our privately – owned vineyards combining the art, the tradition and the modern technology.

The privately – owned traditional vineyards are located in the slopes of the Koropi broader region, in a 150 acres area, planted with Greek varieties. There apart from the traditional variety of the Attica Mesogia, Savatiano, Rhoditis and Asyrtiko are cultivated.

The winery's factory is also found close to the vineyards. It is a modern European unit with perfect mechanical equipment, horizontal presses, stainless refrigerated tanks for fermentation control and the reservation of our wines rich aromas. Visitors may tour around the underground cooling facilities before they come to the large wooden door that leads to the cellar. Here the wine ferments and rests in old oak French barrels. The almost nonexistent lighting, the controlled temperatures and humidity allow the wine to gain its distinct personality. At the top floor we have created a special large area that caters to wine events addressed to the wineries' Wine Club, established at the late '80s, and their friends. Domaine Vassiliou is the first, open to the public, winery in the Mesogia area and ever since practices the wine tourism concept on its daily operation.

George Vassiliou, oenologist, winemaker and third generation owner of Domaine Vassiliou in order to ensure high quality of red wine, too, acquired 100 acres of vineyards in the Peloponnesian region, Nemea where the famous from antiquity Agiorgitiko variety is cultivated. Their vinification is done there after the construction of Nemeion Estate, a paradigmatic wine factory in the Nemea region.

Siban (100% Savatiano), Selini (40% Savatiano, 30% Asyrtiko, 30% Malagousia), Ampelones Vassiliou (80% Savatiano, 20% Roditis), Fume Ampelones Vassiliou (100% Savatiano, oak fermented) white wines, Astra (100% Agiorgitiko) rose wine, Pluton (100% Merlot), Red Earth (100% Agiorgitiko), Erythros Vassiliou (60% Agiorgitiko, 40% Cabernet Sauvignon), Vassiliou Nemea PDO (100% Agiorgitiko), Nemeion Estate Reserve Nemea PDO (100% Acioraitiko), Hoemon Grand Reserve Nemea PDO (100% Acioraitiko) red wines, Melitodis (100% Savatiano)

STEP
3



NE PAPAGIANNAKOS

STEP
4



DOMAINE VASSILIOU

STEP
5

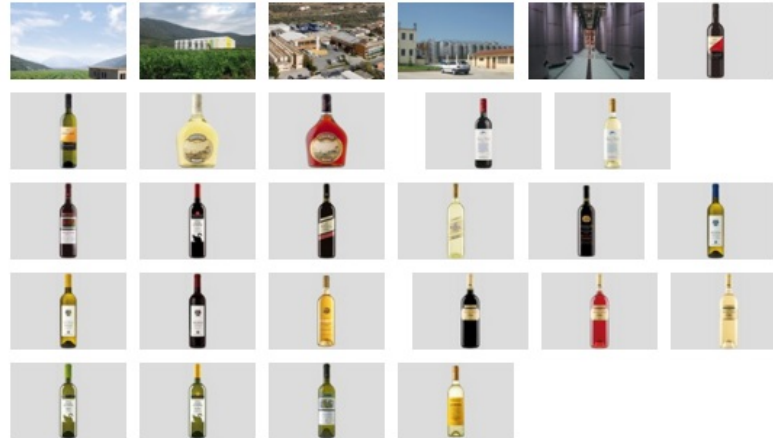


Greek Wine Cellars, D. Kourtakis S.A., CC BY-NC-SA 4.0

STEP
6



MYLONAS WINERY



GREEK WINE CELLARS, D. KOURTAKIS S.A.

ADDRESS

20 Anapafseos Street

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WEBSITE

[🌐 Visit our homepage](#)

In 1895, [Vassili Kourtakis \(1865-1946\)](#) the grandfather of the current Chairman and CEO of the company founded his company in Kolokotroni Street, Athens. In 1905 he established a small winery at Markopoulo, in the Mesogea, some 30 kms outside Athens. He had the rare distinction of being the first person in modern Greece to obtain a diploma in oenology. His son, [Dimitris Kourtakis \(1908-2005\)](#) started the commercialization of bottled wine and expanded distribution all over Greece. The third generation is represented by [Vassili Kourtakis](#), under whose management the company has become one of the largest wine producing and bottling companies in Greece. Now, more than a century later the company remains fully owned and managed by the

STEP
4



MAINE VASSILIOU

STEP
5



GREEK WINE CELLARS, D....

STEP
6



Mylonas Winery, CC BY SA NC 4.0

STEP
7



KATOGE STROFILIA



MYLONAS WINERY

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WEBSITE

Visit our homepage

OPENING HOURS

ADMISSION

Back in 1917 we began to cultivate the Attica land and to make wine in Amphora made of clay. Our vineyards extended over the years and a small winery was built in order to fulfill our needs for production of regional wine and please our desire for evolution.

At the beginning of this century the third generation of the family is to continue this beautiful story. Our new modern boutique winery, succorer for the creation of high quality wines was built in order to serve the needs that are always increasing.

Our goal is always to promote the Attica's vineyard and especially the unique grape variety Savatiano. Looking back we send a smile to the clay amphora and gaze the future with excitement.

Vineyard Attica Land

12 hectares of vineyards in Lavreotiki are scattered planted mainly with Savatiano but also with Assyrtiko,

Malagousia, Aidani, Agiorgitiko, Limniona, Mandilaria, Cabernet Sauvignon and Merlot.

The soil is mainly sandy clay over limestone but you can also find some sites with schist or gravel.

The vineyards are located from 80 to 300m above the sea level. The traditional bush vines of Savatiano are of average, 50 years old. The yield is 30hl/ha.

The climate is Mediterranean. The summer breezes are cooling the peninsula of Lavreotiki creating the ideal conditions for viticulture.

STEP
5



GREEK WINE CELLARS, D....

STEP
6



MYLONAS WINERY

STEP
7



Katogi & Strofilia S.A., CC BY-NC-SA 4.0



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OPENING HOURS

Strofilia winery is open for groups and organized groups over 10 people, upon request. Reservation required a few days before the visit.

Contact person: Vassy Mytilineou

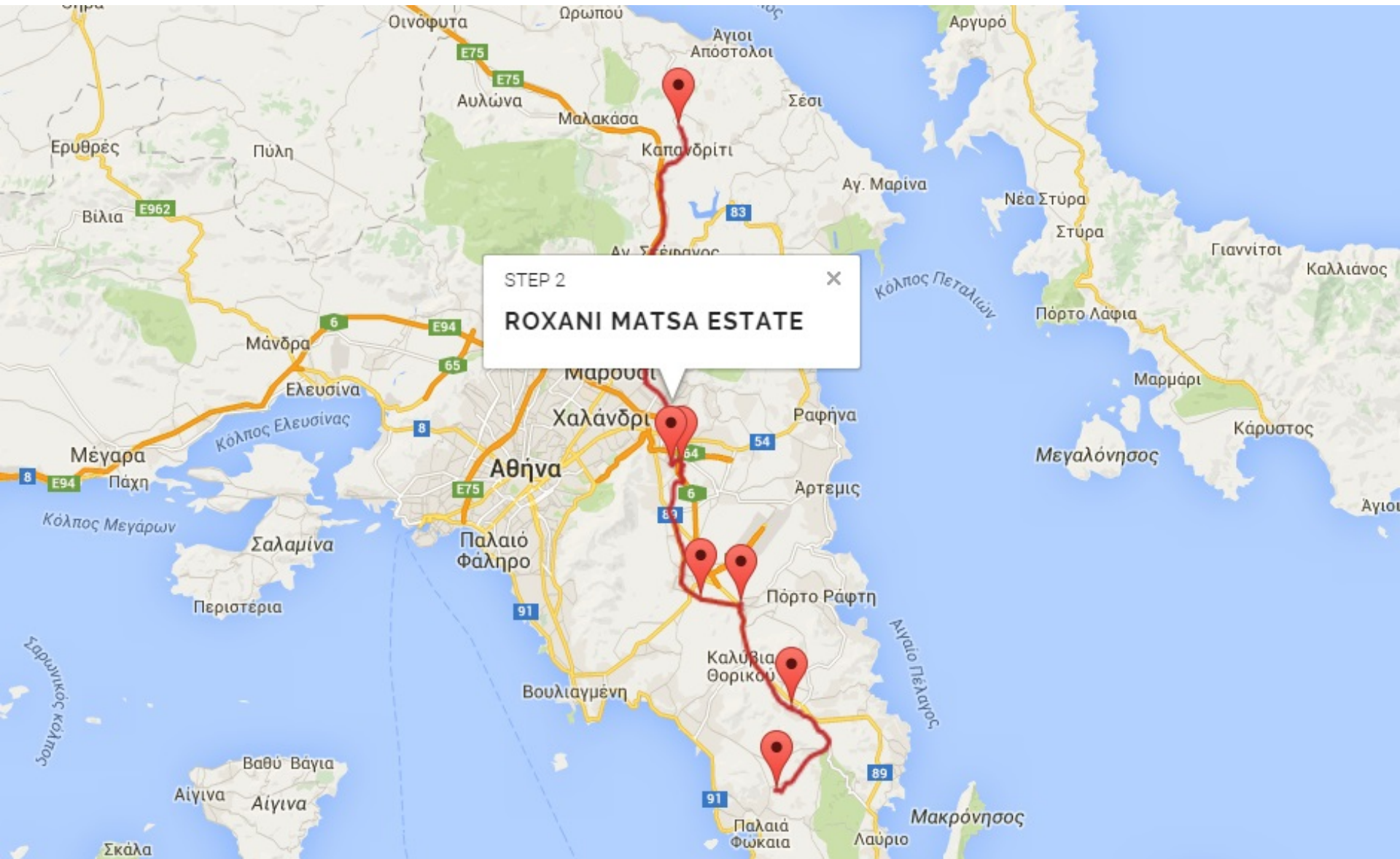
ADMISSION

Strofilia began producing wines in 1981 from grapes grown in its vineyards at Anavysos, Attica. The company built its first small winery a few years later, which remained in service until its production activities were moved to a new, contemporary and fully-equipped winery in Anavysos. Adorned inside and out with the work of contemporary artists, the winery is equipped with dozens of tanks, storage areas tailor-made for wine, and a separate visitors' centre, making it the epicentre of Strofilia's white wine production. Strofilia has remained true to its core values—a spirit of teamwork and profound respect for wine—in the decades since its founding, but has always integrated both with daring, vision and a willingness to progress. We continue to strive to minimize the impact of the production process on the environment, and to waste neither human nor natural resources, and have made a conscious choice to develop long-term collaborations with local viticulturists based on mutual trust, to participate in the local community to the full, and to address wine consumers directly through wine-centred activities and educational seminars. Strofilia produces more than six different wines, among them the popular Strofilia White and Strofilia Red.

— DID YOU KNOW

Evangelos Averoff-Tositsas, a distinguished Greek politician, was the first who planted the Greece's first Cabernet Sauvignon vines on the precipitous slopes of Mount Pindus and bottled the wine now know as Katogi Averoff in the "katsogl" (lower store) of his home in Matarosi. "France vines in Greek mountain soil" read the

1980s and 1990s

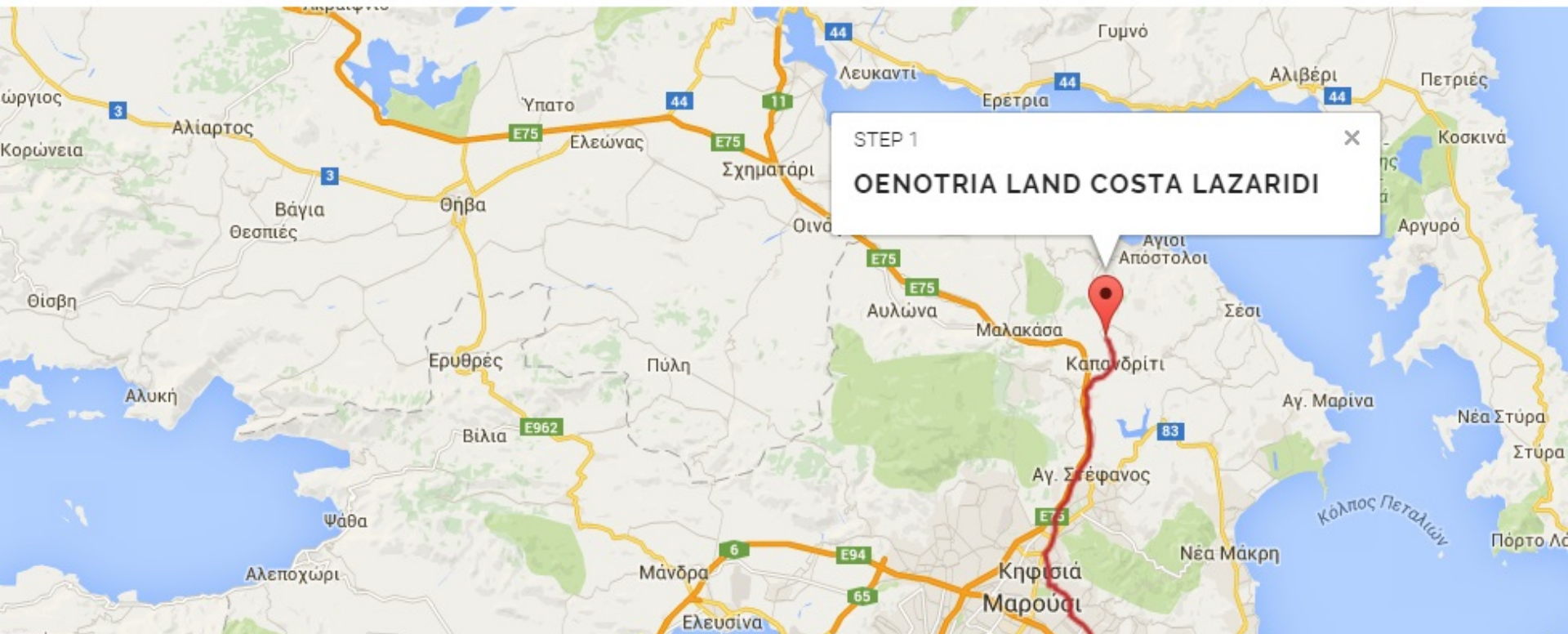


STEP 2

ROXANI MATSA ESTATE

—● DID YOU KNOW

The name of the Oenotria Land Costa Lazaridi was inspired by Oenotros, the son of a Greek king – who founded a colony in southern Italy where he cultivated the vine and made wine with exceptional results. It reflects the progress of Domaine Costa Lazaridi in this new undertaking away from familiar region of Drama.



—● DID YOU KNOW

The quantities of [Retsina](#) (Greek white or rose resinated wine) that Dimitris Kourtakis produced were so massive that [General de Gaulle](#), then President of France, said on his state visit to Greece: "Kourtakis produces so much wine that the entire French fleet could sail in it."

