

Establishment of an innovative traditional pasta workshop and outlet in Halkidiki, Greece

LEADER project funds traditional pasta tourism facilities in Greece.

EAFRD-funded projects

Country: Greece

Location: Polygyros, Halkidiki

Programming period: 2014-2020

RDP Priority: 6B. Local development

Focus Area: Links with research & innovation

Measures: MM19. LEADER CLLD

Funding:

Total budget	238 734 (EUR)
EAFRD	113 399 (EUR)
National/regional	5 968 (EUR)
Private/own	119 367 (EUR)

Timeframe: 20.01.2015 - 08.10.2018

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Summary

A family used LEADER funds to establish an innovative business venture: launching their own brand of traditional pasta products (tagliatelle, trachana, lasagne, phyllo pastry, etc.) and serving them up in their own workshop / tasting area. The investment involved constructing a pasta production workshop, a sales area, kitchen and dining/tasting areas. The business is unique, with no other similar business concepts established in the area.

Project results

- The business created employment for the family.
- The investment boosted the attractiveness and tourist offer of the area.
- It also promotes local products, the local gastronomy and, in general, the tradition and culture of the region.



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Lessons & Recommendations

- The sustainability and competitiveness of this business model is based on taking advantage of, and promoting, local cultural characteristics such as regional flavours, gastronomic traditions, and high-quality local ingredients.



Context

A brother and a sister, Melina and Panagiotis Nikolaidis from Polygyros, on the Halkidiki peninsula, were able to use LEADER (Liaison Entre Actions de Développement de l'Économie Rurale) funds to help them establish Myterra Traditional Products: a range of pasta made from the flour produced by their family's stone mill and including other ingredients from producers in the local area.

Objectives

The aim of this investment project was to contribute to the sustainable development and diversification of the region's tourism offer, by providing a new product and experience. Their traditional pasta workshop would be accompanied by a small restaurant, where the company's products could be tasted in variety of dishes.

Activities

The project involved:

- Constructing a 70m² space for producing traditional pasta, lasagne, 'trachana', phyllo pastry, etc. and an outlet for selling these products onsite.
- Constructing a 100m² kitchen, which is also used as a dining and tasting area.
- Constructing a 50m² basement storage area.
- Purchasing the equipment necessary to undertake pasta production, dining services and sales.

Main results

The Nicolaidis family now produces seven types of traditional pasta. The business has had some ups and downs, such as the COVID-19 crisis forcing them to close their restaurant, but their entrepreneurial spirit pushes them to seek new solutions and opportunities. They are currently developing an e-shop and have plans to launch other traditional product lines, such as jams.

Project results were:

- The business promotes competitiveness and creates employment for the family by producing high quality local products.
- This investment boosted the tourism offer of the wider area.
- The business promotes local products, local gastronomy and, in general, the tradition and culture of the region.
- It also contributes to the enhancement of local entrepreneurship, thus improving the quality of life of the people in the area.

Key lessons

- The COVID-19 crisis had a major impact on the business as it forced the family to close their restaurant, which was the primary 'client' for the pasta. Although challenging, the situation has obliged the family to look for ways to build their customer base and reach new customers. They are currently in the process of developing an online shop.

