



LAVITA J&S GREECE

CREATING OUR OWN FUTURE..

Since 1965



Following our dream.. Over than 60 years ..



► Caminante no hay camino Caminante, son tus huellas el camino y nada más

(Traveler, there is no road. You make the road by walking)

poem by Antonio Machado, sung by Juan Serrat



- Lavita is a third-generation family-owned confectionery manufacturer with strong expertise in gummies and candy production.
- The company combines traditional know-how with modern innovation and export-oriented growth.
- Strong focus on premium quality, flexibility and long-term strategic partnerships.

ABOUT US ..



It all started in
1952

(with famous candy
Tsarleston)

1965 The first family
confectionery company is
established!

(producing traditional candies, using
natural, pure ingredients)

2013 Automatization with
high quality and taste

(John & Spiros are leading the
company to 21st century)

***A third generation family
business!***

NEW FACILITIES SPANNING 2400 SQUARE METERS
(MARCH 2025)
WITH PRODUCTION CAPACITY OF UP TO 8 TONS PER DAY



CORPORATE VISION



- ▶ Position Lavita as a leading premium gummies producer in Southeast Europe.
- ▶ Focus on premium quality, vegan, gluten-free and functional confectionery.
- ▶ Expand exports across Europe, the Middle East and the USA.



Company's Vision: "To be a leading producer of premium fruit jellies in Greece and international markets, driven by consistent quality, reliability, and innovation"

Our Mission : "To develop and produce high-quality fruit jellies made with pectin and natural fruit juices, combining our heritage since 1965 with modern manufacturing excellence. Through continuous investment in R&D, we deliver innovative and differentiated products that meet global market requirements and create long-term value for our partners and customers"

LAVITA..

TIMELINESS VALUES



CORE VALUES:

CARE FOR OUR PEOPLE

QUALITY & CONSISTENCY

INNOVATION & R&D

HERITAGE & EXPERTISE

INTEGRITY & PARTNERSHIPS

MARKET FOCUS & GROWTH

***Because :
Excellence is
our habit !!***

SOME OF OUR CERTIFICATES



ELIGIBLE
FOR
KOSHER
AND
PASSOVER KOSHER



WITH REAL FRUIT JUICE



MIX FRUITS DOUBLE TWIST 8GR



lemon



strawberry



orange



cherry



apricot



raspberry

TRANSPARENT FRUITS DOUBLE TWIST 8GR



cherry



cranberry



strawberry



orange



lemon



apple

TROPICAL FRUITS DOUBLE TWIST 8GR



mango



pineapple



watermelon



banana



NATURAL FLAVORS DOUBLE TWIST 8GR



honey



licorice



cola



rose



cinnamon



mint

SPECIAL & DOUBLE FLAVORS DOUBLE TWIST 8GR



mastic



Rum Jamaica



Berry Lemonade



Blueberry-Paspberry



Sugar Free Pectin Jellies



Lavita Greece



Trends in sugar free products



Consumer Trends

(The shift toward a healthier lifestyle has completely reshaped the confectionery market, with the sugar-free category experiencing explosive growth)

The Rise of Sugar-Free Confectionery

(The global sugar-free confectionery market was valued at approximately \$3.83 billion in 2024)

Focus on Gummies

(The Top Choice. Gummies are the “leaders” of this category)

Functional Gummies

(Gummies are no longer just snacks; they are increasingly used as carriers for vitamins and minerals)

Suitability for Diabetics and Children

(Choosing sugar-free products offers significant benefits but requires careful label reading)

What consumers Look For :

(Clean Label Look for products with natural sweeteners and no artificial colors)



LAVITA international patent in sugar free pectin jellies



- ▶ *During all those years, passion, knowledge, patient, drives J&S to invisible vision, to develop new technology, having extensive experience in the production of fruit pectin jellies, inspired to create on 2013 a unique sugar free pectin jelly candy, for which, LAVITA GREECE awarded with an international patent.*

SUGAR FREE PECTIN JELLIES
SUITABLE FOR DIABETES AND CHILDREN



cherry



apricot



strawberry



lemon



orange



raspberry

SOUR BOOM! PECTIN JELLIES

(6 SOUR JELLIES IN A BAG OF 24GR)

AN INNOVATIVE SERIES OF PRODUCT FOR OUR LITTLE FRIENDS!



mixed fruits



mixed berry



watermelon



strawberry

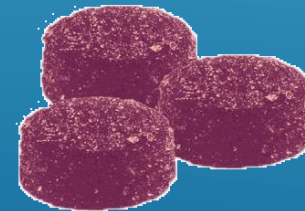


cola



FIG FLAVOUR SUGAR FREE JELLIES

TO HELP THE FIGHT OF CONSTIPATION

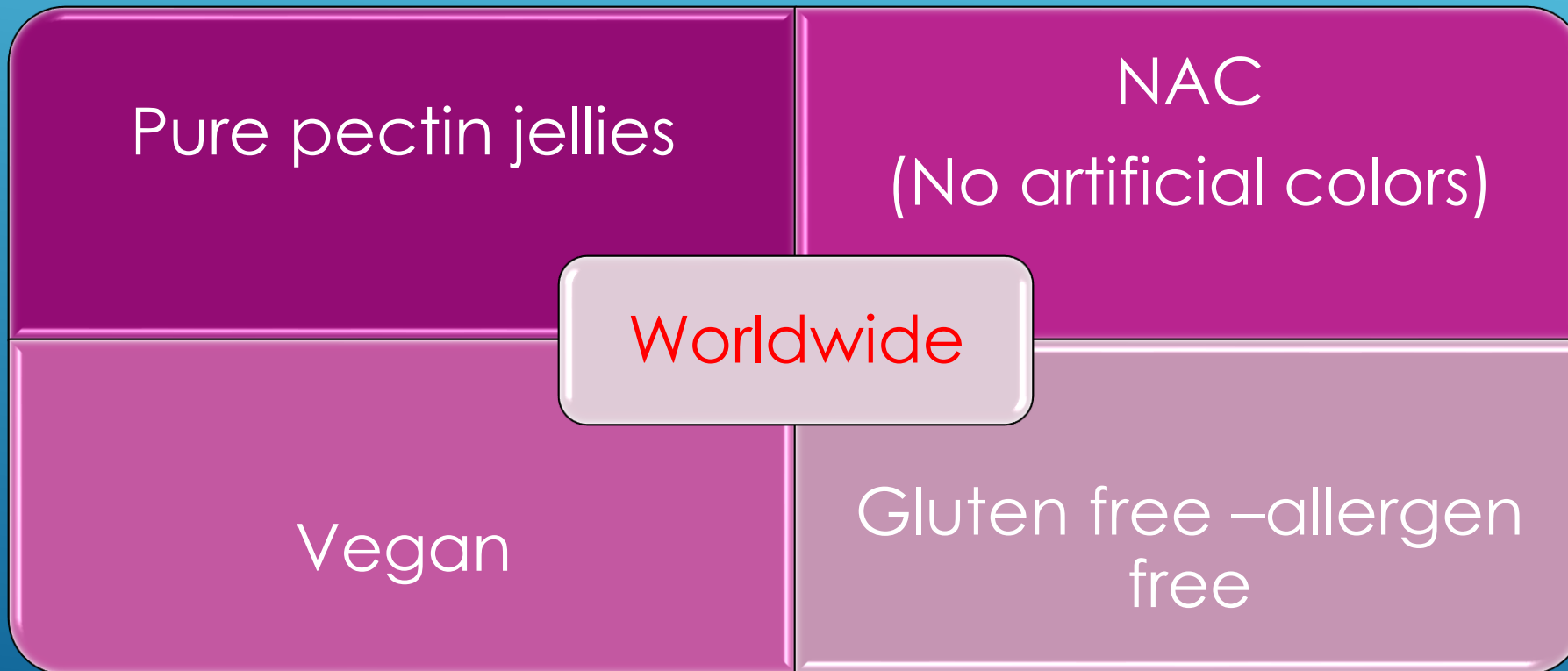


Rollover Jellies

MIX FRUIT PECTIN JELLIES CONSISTED OF 12 ROUND SHAPED JELLIES
(WITH 5 FLAVORS LEMON, ORANGE, STRAWBERRY, APPLE, RASPBERRY).



LAVITA'S COMPETITIVE ADVANTAGE IN ABROAD



LAVITA'S COMPETITIVE ADVANTAGE IN GREECE



Natural colors

Traditional flavors
(Mastic- licorice -cinnamon-mint rose)

Greece

Sour jellies

Rollover
(unique product)