



MITERA®

EXTRA VIRGIN OLIVE OIL

MILLENARIAN VARIETY

**An authentic EVOO respecting tradition and embracing innovation**

Since 2019 Mitera GmbH has been distributing the **World's first DNA verified EVOO** from an independent biotech company BioCoS P.C.



In Mitera each lot is verified via DNA testing from milling to bottling.

DNA Verification provides **supply chain transparency** which **differentiates** our product and increases **consumer trust** to our label.





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## Sustainability begins from the field

In Mitera GmbH we are transforming our EVOO in **DNA traceable from field to the store.**

In 2022 with BioCoS we started the creation of the **geo-genetic map** of our orchards.



Our EVOO production follows an **economic, societal, and environmentally sustainable** protocol.



**A process that connects and valorizes the effort of our producers to the quality and integrity of our EVOO.**



The on-going Geo-Genetic Mapping (2022) of the orchards with Mastoidis (Tsunati), Throumbolia and Koroneiki cultivars in Crete (region of Rethymno).



Mitera GmbH since its early steps collaborated with BioCoS to close the gap between traditional production and innovation.

The authentication of premium quality EVOO from a selection of olive trees planted in Crete more than 2,000 years ago with DNA technologies offers additional recognition to the heritage of the producers in Crete and their high-quality extra virgin olive oil.



THE BIOCOS EXPERIENCE

TRUST THE VALUE OF DNA

*from field to store*



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