



*Embassy of Greece*  
*Washington, D.C.*

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Mr. Doug McMillon

Walmart

April 18, 2024

Dear Mr. McMillon,

First, I would like to express my high esteem for Walmart as it has established itself as one of the most successful and iconic American brands. I have always admired Walmart's commitment to providing quality goods from various cultures and regions.

Having said that, in my capacity as Ambassador of Greece in the United States, I would very much welcome a broader inclusion of authentic Greek products in your stores. I strongly believe that by expanding the availability of Greek products, in the aisles of your stores, Walmart would increase its overall capacity to cater to the growing demand for authentic and diverse food options.

Greece and the United States have strong bilateral ties, including in the area of trade, which currently stand at an all-time high. Supported by a thriving Greek-American community, estimated at 3.5 million Americans of Greek descent, our bilateral volume of trade surpasses \$ 4 bn. The popularity of Greece in the United States is ever increasing, with more than 1.3 million Americans visiting my country in 2023, while the 2024 tourist season is off to a promising start; notably, seven different airports and cities in the US offer nonstop flights to Athens, the capital of Greece, with more than 50 flights connecting the two countries on a weekly basis.

As I am sure you are well aware, *Greek cuisine* is not only delicious but also renowned for its health benefits and rich cultural heritage. From traditional Greek olive oil and olives, feta cheese, yogurt, honey, to a variety of Mediterranean herbs, spices and more, there is a plethora of products that could enhance the culinary experience for your customers. Furthermore, I am happy to say that *Greek wines* are also in increasingly higher demand, due to their high quality and unique characteristics. Taking into consideration a) the increasing popularity of Mediterranean diet and the respective current trend towards a healthier lifestyle, which is the foundation of the Greek cuisine, and b) the growing interest in international cuisines, introducing more

Greek products would attract new customers and contribute to growth in overall sales.

I understand that sourcing and stocking new products entails various considerations, including market demand, supplier relationships, and logistical challenges. Please consider myself and the Greek authorities in the United States as a resource always at your disposal, willing to assist you in your effort to establish long-lasting partnerships with Greek suppliers.

To conclude, I kindly urge you to consider expanding the range of Greek products, both food and beverages, that are offered in Walmart stores across the country. By doing so Walmart will be able to more fully meet the evolving needs of its customers, utilizing the cultural richness and culinary excellence that Greece has offered through the millennia.

Thank you for taking the time to consider my suggestion.

Sincerely,



Ekaterini Nassika

*The Ambassador*