



Good Practice 31: The Role Model Monastery Shop in Athens

SKIVRE Training Scheme

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Good Practice 31:

The Role Model Monastery Shop in Athens

**Holy Monastery of the Saints
Augustine & Seraphim of
Sarof**



Description

The monastery shop exists since 2017 in the centre of Athens in a busy shopping area and offers own products as well as products of other monasteries. The shop is organised by the Holy Monastery of the Holy Kights Augustine & Seraphim of Sarof in Efpalio offering own products as well as products of other monasteries. All products can be ordered by an online shop as well: [Monastiriakokelari](#).

The sales area is rented from the University of Athens and is run by volunteers: six persons are working in the shop. Many passers-by get in because they are curious about the products. Meanwhile around 200 customers get into the shop per day. Young people like students from the university visit the shop to buy organic products. Elderly customers are looking for alternative and traditional remedies.

Why is this a good practice for monastic products?

This monastery shop is an excellent example

- How to revive high-quality products of monasteries
- For a convincing concept to reach different target groups (young people and elderly people alike)
- How to sell monastic products in an authentic way as the shop is simple, functional and all products are clearly linked to monastries and their special knowledge
- How to explore different distribution channels as the monastery offers the products in the shop in Athens, in an online shop and via social media (Facebook)
- How to use a monastic network to broaden the product range

- How to brand own products
- How to inform about the monasteries, their location and today's life.

The variety of products is attractive above all because it offers products that are not available everywhere. Herbal oils and herbal ointments bridge the gap between body care and remedies. The volunteer staff is knowledgeable and extremely keen to advise customers.

Pictures



Picture 1: Monastic ointments and remedies at the shop ©SKIVRE



Picture 2: Wines from different Greek orthodox monasteries ©SKIVRE

Source/link

This good practice is available under the following link: <https://www.monastiriakokelari.gr/>

Address of the monastery:

Holy Monastery of the Holy Kights Augustine & Seraphim of Sarof
Trikorfo Fokidos, GR-330 56 Efpalio

Address of the shop in Athens: Ippokratous 15

Facebook: <https://www.facebook.com/monastiriakokelari.gr>

Country

Greece



Topic

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<https://www.skivre.eu/>