

# Repurposing Cyprus tourism

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# Product development - Labels



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CYPRUS  
BREAKFAST

KALIMERA



# Product development - Labels



# Product development - Labels



**VEGAN  
FRIENDLY**



# Product development - Labels

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# Product development - Labels





# Product development - Labels



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COLOURFUL  
VILLAGES  
*of* CYPRUS



# Product development - Labels



# Product development - Labels



*Heartland  
of Legends*



# Conclusion

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REPUBLIC OF CYPRUS  
DEPUTY MINISTRY OF TOURISM