

Pınar Et's Competitive Advantages

Pınar Et has been the leader of its market since the day it was founded.

Pınar Et's commitment to ethical values and its well-defined marketing and sales processes fortify its market position as much as does its product quality.

A brand name that is synonymous with consistent quality, with standing by its customers, and with confidence contributes to Pınar Et's leading position.

Keeping track of different consumer needs and demands and coming up with appropriate solutions, Pınar Et engages in an ongoing effort as a market leader to develop its sector and encourage consumption.

Steadily growing brand value

- The brand that first comes to mind ⁽¹⁾
- "Most admired company" in the packaged meats category ⁽²⁾
- One of the top ten "most prestigious brands" ⁽³⁾
- "Best new product" award for Pınar "Gourmet" and "Aç-Bitir" (single portion) salamis ⁽⁴⁾
- "Packaging excellence" award for "Pınar Gourmet Soudjouk" and "Pınar Single-Portion Salami" ⁽⁵⁾
- "Best new product" award for "Pınar Gourmet Burger" ⁽⁶⁾
- Pınar: A Top 10 Superbrand ⁽⁷⁾

Production strengths and product portfolio enriched by quality standards.

- Reputation as an innovative pioneer
- More than 300 SKUs
- R&D experience
- Production conforming to hygiene and EU standards
- Both technical and sectoral knowledge and experience
- Compliance with food safety and quality standards at every stage from procurements to finished product delivery
- ISO 9001-2008
- ISO 14001
- ISO 18001
- FSSC 22000
- TSE 17025

Nationwide distribution and supplier networks

- YBP: Turkey's most extensive cold and frozen foods distribution chain
- 155,000 points of sale
- Technical knowledge and experience
- Synergetic distribution of milk and dairy products
- Broad-based procurements from every region of the country
- Strong relationships with farmers
- Contractual farming system

Shared values

- Pınar Et shapes the course of its sector and increases its competitive strength with innovative products.
- Pınar Et creates added value for its stakeholders and the national economy by exporting goods to twenty countries.
- Pınar Et contributes to the Turkish economy by paying taxes and creating jobs.
- Pınar Et supports its sector's advancement and social wellbeing through its social responsibility projects.

⁽¹⁾ GfK 2012

⁽²⁾ Capital GfK 2012

⁽³⁾ GfK&RepMan 2012

⁽⁴⁾ BrandSpark 2012

⁽⁵⁾ Ambalaj Ay Yıldızları 2012

⁽⁶⁾ BrandSpark 2012

⁽⁷⁾ Superbrands 2012