

HIGHLIGHTS FROM PINAR ET'S HISTORY AND ITS "FIRSTS"

31 years of perfectionism...

PINAR ET'S COMMITMENT TO PERFECTIONISM SINCE THE DAY IT WAS FOUNDED HAS MADE IT ONE OF THE BRANDS MOST TRUSTED BY CONSUMERS TODAY.



1983

Foundations for Pinar Et are laid.

1985

Pinar Et, Turkey's first fully-integrated and privately-owned meat plant, is established.

1987

Pinar Et introduces Turkey's first hamburgers specially made for the food trade.

1994

Pinar Et becomes the first -industry concern in Turkey to receive ISO 9002 Quality Management System certification.

1998

The Yaşar Group sets up the country's first fully-integrated facility to raise, slaughter, process, and sell turkey meat and meat products.

2000

Pinar Et launches production of sliced meat products start for the first time in Turkey using clean-room technology and under the strictest hygienic conditions.

2001

Pinar Et for the first time begins producing and selling doner for the food trade on an industrial scale but with the same delicious flavor and aroma as classical Turkish doner kebab.

The same year, the Company also introduces frozen seafood products.

2003

Pinar Et changes to TS ISO 9001:2000 Quality Management System certification.

2004

Pinar Et is awarded ISO 14001 Environmental Management System certification.

The same year, the Company also launches "Turkey's meatballs": Nine different varieties of traditional Turkish meatballs.

2006

Pinar Et becomes the first company in its sector to receive TSE ISO 22000 Food Safety Management System certification.

2007

Pinar Et becomes the first company in its sector to receive TSE OHSAS 18001 Occupational Health & Safety Assessment Series certification.

The same year, the Company's success is recognized by an award from the İzmir branch of KalDer, the Turkish Quality Association.

2008

Pinar Et becomes the first company in its sector to receive TSE 17025 Food Safety Management System Certification.

The same year it also becomes the first company in Turkey's food industry to undertake a Lean 6 Sigma operational excellence and productivity project.

PINAR ET HAS BEEN SUPPLYING CONSUMERS WITH WHOLESOME, TASTY, AND HYGIENIC PRODUCTS EVER SINCE IT WAS FOUNDED IN 1983 AS TURKEY'S FIRST PRIVATELY-OWNED INTEGRATED MEAT-PROCESSING PLANT.



2009

Two new products– Pinar Misket Meatball and Pizzatto Alaturka (a thin-crust pizza)– are introduced.

2010

The Pinar Et “Aç Bitir” (easy-open, smaller sized) product line of salamis, sausages, and soudjouks is launched.

Two additions to the frozen foods family consist of “Pizzatto Italiano” and “Gourmet Burger”, the latter distinguished by its larger size and enhanced flavor.

2011

Pinar Et Profesyonel is set up to cater to the away-from-home channel.

Pinar Et demonstrates its expertise in charcuterie with the launching of its “Şölen”, “Delight”, and “Gurme” labels.

The Pinar Et “Şölen” line is expanded with the addition of fenugreek- and cumin-flavored varieties.

“Gurme” soudjouks and sausages made from top-quality meat are introduced to the market.

The “Delight” label is launched with low-fat, low-sodium products that appeal to charcuterie-lovers who are also concerned about their weight and/or health.



2012

In a survey conducted by GfK RepMan Reputation Research Center, Pinar Et is identified as one of Turkey's most highly-respected companies.

BrandSpark International awards Pinar Et “Best New Product” citations for its “Aç Bitir Salami” and “Gurme Burger” products.

According to Nielsen and Superbrands, Pinar Et is one of Turkey's top ten superbrands.

2013

Four brand-new, ready-to-bake frozen börek varieties are introduced to consumers: cheese, potato, ground meat & potato, and labaneh & spinach.

“Kadınbudu” and “Pizzatto Mini” are added to the existing frozen meatball and pizza lineups respectively.



2014

In the frozen meat products category, small-pack versions of “Cızbız” and “Kasap” koftas were introduced to the market.

In the dough products category, “Su Böreği” and “Gurme Manti” appeared before consumers.

In the charcuterie category, production began of “Pinar Gurme” salamis, hams, and smoked meats.

Pinar's “Quick-Portion” communication campaign received a Golden Effie, one of the Turkish advertising industry's most respected awards.