

## Pınar Süt's Firsts and Milestones

Pınar Süt was originally founded in İzmir in 1973 as the Middle East's biggest and Europe's most advanced dairy processing complex.



### 1973

- Pınar Süt is established as the Middle East's biggest dairy processing complex.

### 1975

- Turkey's first UHT (ultra-high temperature processed) milk and packaged dairy products are introduced to consumers.

### 1976

- The company begins producing Turkey's first processed cheese and chocolate milk.

### 1978

- Pınar sliced kashkaval cheese and Pınar spreadable cheese are introduced to consumers.

### 1980

- Pınar Cheddar cheese goes into production.

### 1982

- The company begins exporting milk, cheese, butter, yoghurt, and strawberry milk to Central Europe, Turkish Republic of Northern Cyprus, and the Middle East.

### 1983

- Pınar Yem is set up to provide high quality feeds to the Pınar Süt's raw milk suppliers.
- Pınar Mayonnaise, Turkey's first domestically-manufactured mayonnaise goes on sale.
- Pınar Beyaz, Turkey's first spreadable cheese, and Pınar Whipped Topping, a powdered product, go into production.
- Triangular cheese goes into production.

### 1984

- Pınar Süt begins exporting its labaneh, cheese, whipped topping, and mayonnaise products to Kuwait and Germany.

### 1985

- Pınar Labne (labaneh) is introduced to the Turkish market.
- Turkey's first fully-integrated aquaculture plant.

### 1990

- Pınar begins producing fruit juices.

### 1991

- Turkey's first pasteurized day-fresh milk in glass bottles.

### 1992

- Pınar Süt is awarded the Turkish Standards Institute's "Golden Packaging" award for the introduction of the country's first foil-sealed yoghurt container.
- Form Milk, Turkey's first low-fat milk, and Çikola Süt, chocolate milk made with real, natural chocolate, go on sale.

### 1993

- Pınar Süt becomes the first food industry company in Turkey to be awarded TS ISO 9002 Quality Management System certification.



#### 1994

- Pınar Süt receives another TSE “Golden Packaging” award for its 10-liter bag-in-box pack design.
- Having successfully demonstrated its compliance with European standards in terms of production, sales, and after-sales services, Pınar Süt becomes the first dairy products company to receive TS ISO 9001 Quality Management System certification.

#### 1995

- Pınar’s “long-life” fruit yoghurts and prepared desserts go into production.
- Turkish consumers are introduced to Pınar light (low-fat) and extra light yoghurts and to low-fat triangular cheese.

#### 1997

- Pınar Süt opens its Eskişehir plant.

#### 1998

- 100%-pure Pınar fruit juices go on sale.

#### 1999

- Pınar Süt introduces its “Denge” line of lactose-free, high-calcium, and vitamin-enriched milks.

#### 2000

- As a result of investments at the Eskişehir plant, Pınar Süt launches the world’s first continuous-process production of cream-top yoghurt.

#### 2001

- UHT milk supplied in aseptic bottles goes into production.

#### 2004

- Pınar introduces its Kafela and Çikola Süt line of products in packaging specially designed to appeal to young people.
- Pınar Süt is awarded TS 13001 HACCP Food Safety System certification.

#### 2005

- Pınar Organik Süt, Turkey’s first organic milk is introduced to the market.

#### 2008

- Pınar Süt becomes the first company in Turkey’s dairy industry to undertake a Lean 6 Sigma project.
- Pınar Milk for Kids, a milk specially designed for child nutrition, is introduced to the market.

#### 2009

- Pınar lemonade and tropical fruit drink are introduced to the market.

#### 2010

- Honey Flavored Pınar Kid’s Milk, and Pınar Breakfast Cream Cheese products go on sale.

#### 2011

- Pınar’s “Gourmet” series of cheddar- and thyme & olive-flavored cream cheeses and triangular cheeses are introduced to consumers.

#### 2012

- Süt krem, Turkey’s first all-dairy clotted-cream alternative with 50% fewer calories goes on sale.
- Çikolatalı Pınar Beyaz, Turkey’s first chocolate-flavored cream cheese, is put on the market.

