

Highlights from Pınar Et's History and its "Firsts"

1985

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

1987

Pınar Et introduces the first industrial IQF hamburgers.

1988

Birmaş meat market chain is set up to sell the carcass meat varieties produced by Pınar Et.

1994

Pınar Et becomes the first 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

Pınar Et's sliced meat products start being produced for the first time in Turkey using clean-room technology and under the strictest hygienic conditions.

2001

Pınar 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 company introduces frozen aquaculture products.

2003

Pınar Et receives TS ISO 9001:2000 Quality Management System certification.

2004

Pınar Et is awarded ISO 14001 Environmental Management System certification.

Pınar Et launches "Turkey's meatballs": Nine different varieties of traditional Turkish kofta.

2006

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

2007

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

Pınar Et's success is awarded by the İzmir branch of KalDer, the Turkish Quality Association.

2008

Pınar Et becomes the first company in its sector to receive TSE 17025 Laboratory Certification.

Pınar Et becomes the first company in Turkey's food industry to undertake a Lean 6 Sigma operational excellence and productivity project.

2009

Two new products— Pınar Misket meatballs and Pizzatto Alaturka (a thin-crust pizza)—are introduced.

2010

The Pınar 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.

