

Pınar Et's Competitive Advantages

An enduring leader of its market since the day it was founded, Pınar Et's greatest strengths are its sustainable quality, its ability to discern and respond to customers' wishes and needs fully and in a timely manner, and the unconditional confidence that it enjoys among consumers.

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.

Continuously seeking to grow its sector as befits its stature as its leading brand, Pınar Et always keeps a close watch on different consumers' needs and demands and comes up with and delivers solutions that address them.

Steadily growing brand value

- One of Turkey's 10 "super-brands" ⁽¹⁾
- One of the top ten most reputable brands ⁽²⁾
- One of Turkey's most admired companies ⁽³⁾

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 50001 2008
- ISO 18001
- FSSC 22000
- TSE 17025

Nationwide distribution and supplier networks

- YBP: Turkey's most extensive cold and frozen foods distribution chain
- 150,000 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⁾ Superbrands

⁽²⁾ RepMan & GİK 2013

⁽³⁾ GİK & Capital 2013