

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

Pinar Et was founded in 1983 as Turkey's first privately-owned and operated integrated meat plant.



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

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

2009

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

2010

- The Pınar Et “Aç Bitir” (easy-open, smaller sized) product line of salamis, sausages, and soudjous 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

- Pınar Et Profesyonel is set up to cater to the away-from-home channel.
- Pınar Et demonstrates its expertise in charcuterie with the launching of its “Şölen”, “Delight”, and “Gurme” labels.
- The Pınar Et “Şölen” line is expanded with the addition of fenugreek- and cumin-flavored varieties.
- “Gurme” soudjous 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, Pınar Et is identified as one of Turkey's most highly-respected companies. BrandSpark International awards Pınar Et “Best New Product” citations for its “Aç Bitir Salami” and “Gurme Burger” products. According to Nielsen and Superbrands, Pınar 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.

