

## Highlights from Pınar Süt's History and its "Firsts"

with vision  
and a sense of  
responsibility  
for 36 years

**1975**

Pınar Süt is established in İzmir as the Middle East's biggest dairy processing complex and Turkey's first UHT (ultra-high temperature processed) milk and packaged dairy products manufacturing plant.

**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**

A Kraft-Pınar joint venture is launched. Pınar Süt introduces its Deram, Raglet, Maribo, and Cheddar cheese varieties.

**1982**

The company begins exporting milk, cheese, butter, yoghurt, and strawberry milk to Central Europe, 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 whipped topping, both go into production.

#### 1984

Pınar Süt begins exporting its labaneh, milk, ayran, butter, yoghurt, cheese, whipped topping, and mayonnaise products to Kuwait, Cyprus, and Germany.

#### 1985

Labaneh is launched in the Turkish market under the name "Pınar Labaneh".

#### 1992

Pınar Süt is awarded the Turkish Standards Institute's (TSE) "Golden Packaging" award for the introduction of the first foil-sealed yoghurt container.

Form Milk, Turkey's first low-fat milk, and Çikolasüt, chocolate milk made with real, natural chocolate, go on sale.

#### 1993

Pınar Süt becomes the first company in its sector 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 "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.

#### 1999

Pınar Süt introduces its "Denge" line of lactose-free, high-calcium, and vitamin-enhanced 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 plastic bottles goes into production.

#### 2003

Under an agreement with Sodima, Pınar Süt launches production of fruit yoghurts in Turkey.

#### 2004

Pınar introduces its Kafela, Karamela, and Çikolasüt line of products in packaging specially designed to appeal to young people.

Pınar Süt is awarded TS 13001 HACCP Food Safety System certification.

#### 2005

Turkey's first organic milk and first prebiotic and probiotic dairy products are introduced to the market.

#### 2007

Pınar's YOPI line of calcium-, protein-, and vitamin-enhanced dairy products for children goes into production.

#### 2008

Pınar Süt becomes the first company in Turkey's dairy industry to undertake a Lean 6 Sigma operational excellence and productivity 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

Pınar Kido with Biscuit, Honey Flavored Pınar Kid's Milk, and Pınar Breakfast Cream Cheese products go on sale.