

Pınar Süt's Competitive Advantages

The company that pioneered the organized dairy industry in Turkey and its undisputed leader since the day it was founded, Pınar Süt continued to create value for the national economy in 2012 while also fulfilling all of its responsibilities towards its stakeholders as well.

Superior Brand Value

- The brand that first comes to mind ⁽¹⁾
- The best milk and dairy product brand ⁽²⁾
- The most sincere milk brand ⁽³⁾
- One of the top four brands that Turkish consumers feel the closest to ⁽⁴⁾
- The best fruit juice brand ⁽⁵⁾
- One of the top ten most highly respected brands ⁽⁶⁾

Quality Production, Rich Product Portfolio

- Hygienic production conforming to EU norms
- Wholesome, superior-quality products
- Compliance with ISO 9001:2008, ISO 14001, and FSSC 22000 standards
- More than 200 SKU
- Reputation as an innovative pioneer
- R&D experience
- Technical and sectoral knowledge and experience
- An award-winning food industry company ⁽⁷⁾
- One of Turkey's 10 "super-brands" ⁽⁸⁾

Extensive Distribution & Supplier Network

- Yaşar Birleşik Pazarlama: Turkey's biggest and most extensive frozen and cold chain distribution network
- 155,000 points of sale
- Group-wise synergies
- More than 30,000 raw milk suppliers
- More than 200 contractual dairy farms conforming to EU standards
- Fully-monitored production processes
- Supplier performance evaluations
- Training & consulting services

Shared Values

Since the day it was founded Pınar Süt has:

- Contributed to economic and social well-being
- Created livelihoods and sources of regular income not just for meat and dairy producers but also for a broad segment of society
- Contributed towards meeting the need for wholesome animal-source protein in Turkey
- Led the way forward in creating a sector in which farming and manufacturing are much more efficiently integrated.

⁽¹⁾ GfK 2011
⁽²⁾ KalDer (TMMME Index)
⁽³⁾ Mediacat&PSOS
⁽⁴⁾ Nielsen 2010
⁽⁵⁾ KalDer (TMMME Index)
⁽⁶⁾ GfK&RepMan 2012
⁽⁷⁾ FAO, 2012
⁽⁸⁾ Superbrands 2012