

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 2013 while also fulfilling all of its responsibilities towards its stakeholders as well.

Superior Brand Value

- Turkey's "Most Admired Company" ⁽¹⁾
- The brand that mothers feel closest to ⁽²⁾
- The best fruit juice brand ⁽³⁾
- One of the top ten most highly respected brands ⁽⁴⁾
- One of Turkey's 10 "super-brands" ⁽⁵⁾

Quality Production, Rich Product Portfolio

- Hygienic production conforming to EU norms
- Wholesome, superior-quality products
- TSE-ISO-EN 22000 Food Safety Management System, FSSC 22000 Food Safety Management System, TS EN ISO 9001:2008 Quality Management System, TS EN ISO 14001 Environmental Management System, TSE 18001 Occupational Health and Safety Management System. TS ISO 50001 Energy Management System certification & applications
- More than 200 SKU
- Reputation as an innovative pioneer
- R&D experience
- Technical and sectoral knowledge and experience

Extensive Distribution & Supplier Network

- Yaşar Birleşik Pazarlama: Turkey's biggest and most extensive frozen and cold chain distribution network
- 150,000 points of sale
- Group-wise synergies
- More than 25,000 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:

- 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&Capital, 2013

⁽²⁾ MOM-Z Platform, 2013

⁽³⁾ TMME, 2013 2nd Quarter

⁽⁴⁾ GfK&RepMan, 2013

⁽⁵⁾ Superbrands