

PINAR SÜT'S FIRSTS AND MILESTONES

forty-one years of innovation

IN 1975 PINAR SÜT INTRODUCED TURKISH CONSUMERS TO THE COUNTRY'S FIRST LONG-LIFE MILK PACKAGED IN ASEPTIC CONTAINERS.



1973

Pinar Süt is established as the Middle East's biggest dairy processing complex.

1975

Turkey's first UHT (ultra-high temperature processed) milk and packaged dairy products are introduced to consumers.

1976

The Company begins producing Turkey's first processed cheese and chocolate milk.

1978

Pinar sliced kashkaval cheese and Pinar spreadable cheese are introduced to consumers.

1980

Pinar Cheddar cheese goes into production.

1982

The Company begins exporting milk, cheese, butter, yoghurt, and strawberry milk to Central Europe, Turkish Republic of Northern Cyprus, and the Middle East.

1983

Pinar Yem is set up to provide high quality feeds to the Pinar Süt's raw milk suppliers.

Pinar Mayonnaise, Turkey's first domestically-manufactured mayonnaise goes on sale.

Pinar Beyaz, Turkey's first spreadable cheese, and Pinar Whipped Topping, a powdered product, go into production.

Triangular cheese goes into production.

1984

Pinar Süt begins exporting its labaneh cheese to Kuwait.

1985

Pinar Labne (labaneh) is introduced to the Turkish market.

1990

Pinar begins producing fruit juices.

1991

Turkey's first pasteurized day-fresh milk in glass bottles.

1992

Pinar Süt is awarded the Turkish Standards Institute's "Golden Packaging" award for the introduction of the country's first foil-sealed yoghurt container.

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

1993

Pinar Süt becomes the first food industry company in Turkey to be awarded TS ISO 9002 Quality Management System certification.

1994

Pinar 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, Pinar Süt becomes the first dairy products company to receive TS ISO 9001 Quality Management System certification.

WHEN IT WAS FOUNDED IN 1973, PINAR SÜT WAS THE MIDDLE EAST'S BIGGEST AND EUROPE'S MOST ADVANCED DAIRY PLANT.

1995

Pinar's "long-life" fruit yoghurts and prepared desserts go into production.

Turkish consumers are introduced to Pinar light (low-fat) and extra light yoghurts and to low-fat triangular cheese.

1997

Pinar Süt opens its Eskişehir plant.

1998

100%-pure Pinar fruit juices go on sale.

1999

Pinar Süt introduces its "Denge" line of lactose-free, high-calcium, and vitamin-enriched milks.

2000

As a result of investments at the Eskişehir plant, Pinar Süt launches the world's first continuous-process production of cream-top yoghurt.

2001

UHT milk supplied in aseptic bottles goes into production.

2004

Pinar introduces its Kafela and Çikola Süt line of products in packaging specially designed to appeal to young people.

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

2005

Pinar Organik Süt, Turkey's first organic milk is introduced to the market.

2008

Pinar Süt becomes the first company in Turkey's dairy industry to undertake a Lean 6 Sigma project.

Pinar Milk for Kids, a milk specially designed for child nutrition, is introduced to the market.

2009

Pinar lemonade and tropical fruit drink are introduced to the market.



2010

Honey Flavored Pinar Kid's Milk, and Pinar Breakfast Cream Cheese products go on sale.

2011

Pinar's "Gourmet" series of cheddar- and thyme & olive-flavored cream cheeses and triangular cheeses, Pinar organic yoghurt are introduced to consumers.

2012

Sütkrem, Turkey's first all-dairy clotted-cream alternative with 50% fewer calories goes on sale.

Çikolatalı Pinar Beyaz, Turkey's first chocolate-flavored cream cheese, is put on the market.

2013

Work begins on the Pinar Süt Şanlıurfa Dairy Plant.

Pinar Süt's Kremilla and Çikola Latte products are launched.

Pinar Süt is awarded TS 18001 Occupational Health and Safety Management System and TS EN ISO 50001:2011 Energy Management System certification.

Pinar Süt becomes entitled to export milk and dairy products to EU Countries.



2014

The "Kido" line of products for children was expanded with the addition of new flavors with kid-friendly appeal. Two new 200-ml products went on sale: Kido Chocolate Milk and Kido Melon & Watermelon flavored milk.

750-ml Organic Milk, 1-liter Organic Pasteurized Milk, and 1-liter Half-Fat Milk were put on sale.

The product portfolio was further strengthened by the launch of Braided, String, and Halloumi cheeses in the Cheeses category and of Strained yogurt in the Yogurts category. The organic products portfolio was also expanded with the addition of Organic Butter.