

Pınar Et's Competitive Advantages

Containing only Pınar-brand quality meats and carefully selected, natural ingredients and spices, the frozen and fresh-cooked products that Pınar Et offers consumers are both delicious and wholesome.

- Pınar Et's plant is one of the most modern and highest-capacity plants in Turkey.
- Because they are flash-frozen using individually quick frozen (IQF) technology, Pınar frozen foods retain both their nutritional value and their flavor throughout their usable lifetimes. They contain absolutely no preservatives whatsoever.
- Meat products are produced with Pınar expertise under hygienic conditions. All production processes pass through 72 individual checkpoints.

- The Pınar brand and reputation are the guarantees of wholesomeness, flavor, and innovation.
- Pınar Et makes use of the strong distribution resources of the Yaşar Birleşik Pazarlama dealership network.
- The importance given to marketing and investments in communication are two more of the company's fundamental competitive advantages.

Turkey's biggest capacity and most modern plants

