

**PRESS RELEASE July 2020**

**The world tastes Turkish dried nuts and fruits**

**Innovating and serving Turkish dried nuts and fruits to consumers in 50 countries, Peyman speeds up to achieve its target of "being a strong Turkish brand" in the global arena. Peyman, which is the first "Turquality" certified company in the sector, aims to get into wider markets with its strategic position of "gourmet, natural and healthy nuts and fruits provider of Turkey" and to close 2020 with an export turnover of 100 million TL.**

Recently having made huge investments to brand in the international markets, Peyman aims to have all consumers taste its value added and innovative products as "the first packaged dried nuts and fruits brand" having Turquality certificate in the Turkish dried nuts and fruits sector. The company, which continues developing innovative tastes by focusing on the exports in line with this target, transforms ever-changing needs, demands and habits of every country into innovative products by making researches and serves them to the consumers in 50 countries.

**We will assure that the world loves the Turkish dried nuts and fruits...**

 Having stated that Peyman is a company focused on sustainability and innovation and grows stronger by making production based on this approach in the world market, **Peyman Export Director Özlem Soysal** added that, "Our efforts to become a strong Turkish brand in the global market go hand in hand with the importance we pay to the innovation and the integration of the innovation with all of our processes. As Peyman, we have a target which is not only challenging, but also exciting; to have the consumers all over the world we can reach, taste our special and value added products. We have a production infrastructure that is capable of responding to the changing dynamics of the market. We give an impetus to the Turkish dried nuts and fruits sector with a potential to meet the changing demands."

**"Those who have not tasted dried nuts and fruits before will also love them"**

Delineating that their new plant located in Eskişehir over an area of 50 thousand square meter has a capacity to meet the demands increasing in the national and international markets and is equipped with the state-of-the-art technology, **Özlem Soysal** pointed out that "Every country where Peyman is situated as a Turkish brand and every new consumer that tastes our products are very important achievements for us. As a country, we are one of the countries having a corner on the market globally. We want to deliver Turkish dried nuts and fruits to the consumers who have not tasted them in their whole lives. This strategy brings along numerical growth and success to us. We aim to triple our exports volume in the following 5 years by continuing to meet the demands from abroad in the quickest manner."

**The campaign tailored to the demands of the consumers of every country**

Introducing and popularizing Turkish dried nuts and fruits over an extensively wide geography from the America to Australia, from Europe to the Middle East, Peyman continues launching its brands Peyman, Bahçeden, Dorleo, Çitliyo, Nutzz to the new markets. Particularly active in the exports to Balkan countries, Iraq, Georgia, Qatar, TRNC, British Kingdom and the USA, the company has realized its first export to more than 10 countries including Germany, Russia, Taiwan, Palestine, China, Serbia and Algeria in 2020. Stating that they have not decelerated in the marketing activities as well, **Özlem Soysal** noted that they have contacted their target consumers seeking for healthy options in the markets where they have been via various channels and mainly social media cooperation and achieved successful campaigns in the recent period. Soysal indicated that consumers have different expectations and demands in every country and explained that they conducted surveys specially designed for every particular country and formed their campaigns by taking the pulse of the consumers from various geographies and cultures.