

**PRESS RELEASE June 2020**

**Turkey loves dried nuts…**

**96 out of every 100 households consume dried nuts**

**We have seen an increased demand for dried nuts and fruits as people stay at home during the COVID-19 pandemic. While people who want to boost their immune system and enhance their resistance to the virus tend to prefer natural dried fruits such as raisins, dried apricots, figs and dates, consumption of sunflower seeds, one of the most popular snacks that people enjoy at social gatherings, has also increased as all family members stay at home. Kaan Baral, CEO of Peyman, states that the industry has achieved a 20 percent growth in 2019 over the previous year and that 96 out of every 100 households consume dried nuts and fruits and adds that the most of the consumers now prefer packaged foods as a result of increased interest in healthy foods during the pandemic.**

Due to global economic fluctuations, 2019 was a difficult year for the entire world, but Turkey has not given up on its traditional flavors, i.e. dried nuts and fruits. According to **Kaan Baral**, **CEO of Peyman**, one of the leading companies in the packaged dried nuts and fruits industry, a typical household buys dried nuts and fruits for 15 times on average during a year, each time buying approx. 680 grams of dried nuts and fruits. Kaan Baral states that the dried nuts and fruits sales have increased during the pandemic as people stay at home and suggests that the demand will increase even more.

***The dried nuts and fruits industry achieved a 20 percent growth in 2019…***

**Kaan** **Baral** says that the dried nuts and fruits industry ended the 2019 year with a total sales turnover of 5.7 billion TRY, achieving a 19% growth over the total sales turnover in 2018, and also adds that "According to the 2018 report of INC (International Nut and Dried Fruit Council), Turkey ranks second with a 10 percent share in the global dried nuts and fruits market behind USA. Today, we are still one of the leading producers of raisings, dried apricots and dried figs in the world. The industry has the potential to make even greater contribution to the national economy in the future and we should make the most of this potential."

***Sunflower seeds, our most popular food for social gatherings…***

Pointing out that the demand for healthy, reliable and branded products has increased during the pandemic, **Kaan** **Baral** also states that "People now tend to choose packaged foods over unpackaged products. Besides, with the "stay at home" campaign, we all try to enjoy life at home. Sunflower seeds are still our most popular food at home. Our top selling products include Çitliyo Kara Şimşek, Nutzz Peanuts and Peyman Pistachios. People who want healthy and nutritional products choose Bahçeden products, our group of products which includes raw nuts and fruits during this time."

***With Coronavirus, people seek safe foods…***

**Kaan** **Baral** states that they see a significant increase in the demand for packaged products and says that "Being a leading company in the packaged dried nuts and fruits industry, we have been telling our customers that, when buying dried nuts and fruits, they should choose packaged products from a trustworthy brand that pass quality assurance checks. With this vision, we have introduced innovative solutions in the field of packaging and produced the first-ever zip-locked packages. We have designed special protective packages to ensure that our products can reach the customers in the healthiest, most hygienic and fresh state possible and we will continue our investments in this field."

***With Turquality certification, Peyman introduces Turkish dried nuts and fruits products to the world…***

**Kaan Baral**, **CEO of Peyman**, states that "This pandemic has once more reminded us the importance of being a self-sufficient country and being capable of "producing the best products" for global markets in every field. Therefore, in this context, I believe that the pandemic also offers an opportunity and that we can make the most of it at an international level. Today, being "the only Turkish packaged dried nuts and fruits producer" that has the Turquality certificate, we are selling Turkish dried nuts and fruits products to approx. 50 countries throughout the world from USA to Australia, Europe and the Middle East. And this is a key indicator which shows that our national dried nuts and fruits industry has successfully entered the global market thanks to its huge production capability.

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