



PRESS RELEASE

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Peyman's gourmet flavors are in new Sundays

Peyman introduces Turkish nuts in the USA

Peyman, the innovative brand of the nuts sector, has successfully represented Turkey at Sweets & Snacks Expo, one of the most important sector fairs in the world, with its gourmet flavors. Peyman, who took part in the biggest fair of the Americas in the chocolate, confectionery and snack products sector, with its own brands, introduced its ever-expanding product range to new export markets with its R&D investments.

Peyman, who has made great investments in recent years to become a brand in international markets, took part with his own brands at the Sweets & Snacks Expo held in McCormick Place, Chicago between 24-26 May. At the Sweets & Snacks Expo, which was held for the 25th time this year, bringing together the retailers, manufacturers and suppliers of the world's confectionery, snacks and industry professionals taking important steps in the field of international business partnerships, Peyman offered innovative and gourmet products to new markets.

"Peyman products are in almost 50 countries"

Expressing that they are one of the most important players in the packaged nuts sector, Peyman Bahçeden, Çitliyo and Nutzz brands took part in the fair, which received great attention. Peyman CEO said *"We are proud to have successfully represented our country at the Sweets & Snacks Expo, which is a very important meeting place for the nuts sector. Turkey is one of the most important markets in the world both in production and in export.*

As the first manufacturer of nuts with Turquality certificate, taking part in this important fair with our own brands was a very important success for us as well as for the Turkish nuts sector. As Peyman, we are meeting with consumers in nearly 50 countries by adding innovation to nuts today. We aim to increase our exports by 5 times in the next 5 years"

"We are growing in new market with our own brands"

Emphasizing that they are the pioneer of trends as the leader of the healthy, gourmet and innovative snack sector, Peyman CEO stated that they continue to grow both in the domestic market and abroad. **The CEO**, said: *"We have an increasing market share abroad every day.*

We develop our brands and gourmet tastes with our R&D and technology-oriented investments and at the same time support Turkish agriculture. We are implementing a market-oriented growth strategy with our product range developed according to the demands and tastes of each country. Such fairs are of great importance in terms of opening up new Sundays.

We also had the opportunity to meet with different business partners at the Sweets & Snacks Expo held in Chicago. As Peyman, we conduct extensive research before entering a new market and carry out intensive R&D studies to produce varieties suitable for the taste of the consumers of that region. We allocate 20 of our turnover to R&D. Thus, as a brand that manufactures with international standards and certification systems, we are expanding our brand families with hygienic, healthy and reliable products.

Sundays Sundays continue to deliver Peyman flavors to different markets with our production ability that adapts quickly to each market and changing consumer demands.”

"Products specific to the consumer demands of each country"

Özlem Soysal, Peyman Export Director and Executive Board Member, said that Peyman is an innovation-focused company and has grown globally with this approach, made the following assessment: "At the 25th fair this year, we had the opportunity to contact and develop cooperation with potential buyers, especially from South American countries, as well as the USA. The national participation of Turkey took place within the framework of the Istanbul Association of Exporters of Cereals, Legumes, Oil Seeds and Their Products (IHBIR). As Peyman, we have an exciting goal of giving consumers in all the countries we can reach in the world a taste of our special and value-added products. We want to deliver Turkish nuts to consumers who have never tasted them before in their lives. This strategy brings with it numerical growth and success. We make Turkish nuts popular in a very wide geography ranging from America to Australia, Europe to the Middle East. In each country, consumers have different expectations and demands. Sundays Sundays our products and offer them to these markets by getting to know the markets we enter closely, measuring the pulse of consumers from different geographies and cultures."

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