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# Corporate Presentation

February 2024



# EARTH

means past, present and future!

## Content

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Company Information

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Why Yayla?





Company Information

# YAYLA AGRO GIDA AT A GLANCE

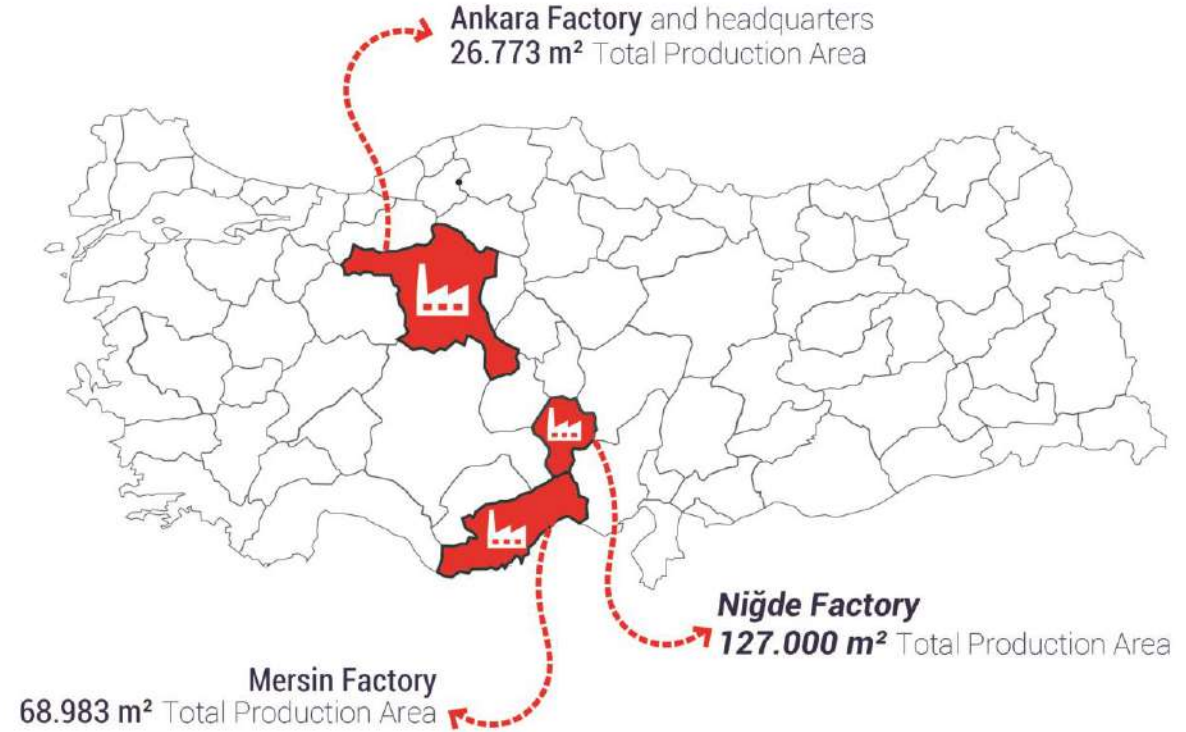


## 3 Factories

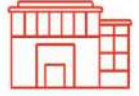
- R&D Center First and Only in the Sector
- More than 80 Exporting Countries
- 74% Share of Int'l Sales
- Legurme Brand Registered Under Turquality Program
- 600+ Employees
- Yayla Agro Gıda Inc. went public in 2023 with substantial investments and export capacity.



### Offices & Production Facilities



# MILESTONE



**1996**

Established



**2010**

New Title: Yayla Agro Gıda Sanayi ve Nakliyat A.Ş.



**2015**

R&D Center

**2018**

R&D Center Ministry Approval – TÜBİTAK Supported Project: Ready-to-Eat Product Group



**2020**

Ranked 233rd in İSO 500 - Niğde Ready-Cooked Factory Land - Included in TURQUALITY with Legurme - Ranked 206th in Fortune 500 Turkey



**2007**

Ankara Factory



**2013**

Mersin Factory

**2019**

Ready to Eat Series Launch



**2016**

Yayla Gurme Fit Launch

**2021**

Silver Effie Award - Nielsen Award





# FARM TO TABLE



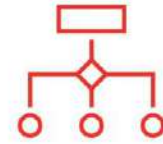
Operating in a **Sustainably**  
Growing Industry



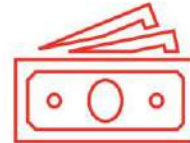
Industry Experience &  
**Market Leadership**



**Wide Product Range** Meeting  
Various Customer Group  
Requirements



Value Chain Delivered by  
**Integrated Business Model**



Double Digit Profit Margin





Company Information

# STRATEGY & GOALS



## Maintaining Local Market Leadership

## Increasing Penetration in International Markets and Becoming a Global Player in the Sector

- Supporting healthy and economical food supply by producing high value - added products.
- Raising healthy generations with additive – colorant and preservative free products.
- Producing products for 1-2 portions to avoid food waste.
- Supporting plant based protein for helping to reduce environmental footprint.
- As Yayla Agro, we aim to make the life easier for;
  - \*Mothers who prefer to spend time with their children instead of cooking
  - \*Young professionals who likes to spend time with themselves but wants to eat fast and healthy food



Company Information

# PRODUCTION FACILITY MERSIN



**68,983 m<sup>2</sup>**  
Total Production Area

**57,125 m<sup>2</sup>**  
Closed Area

# Capacity

**796.8 K tons/year**  
Production Capacity

**34.56 M packages/year**  
Production Capacity of Ready to Eat Products





Company Information

# PRODUCTION FACILITY ANKARA



**26,773 m<sup>2</sup>**  
Total Production Area

**28,331 m<sup>2</sup>**  
Closed Area

# Capacity

**160.8 K tons/year**  
Production Capacity





# PRODUCTION FACILITY NIGDE



Investment Start - End Year  
**2022 - 2025**

**127.000 m<sup>2</sup>**  
Total Production Area

# Capacity

**896.8 K tons/year**  
Production Capacity

**71 K tons/year**  
Production Capacity of Ready to Eat Products



Company Information

# THE VALUE-ADDED PRODUCTS PLANNED FOR PRODUCTION AFTER INVESTMENT



*Plant-Based Meats*



*Healthy Snacks*



*Ketchup- Mayonnaise & Sauces*



*First Foods for Baby*



*Muesli and Granola*



*Enriched Products*



*Rice Cakes Products*



*Frozen & Freeze Dried Products*



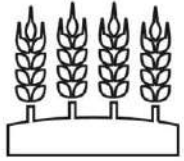
*Hummus*



Our products are produced under the Turkish Food Codex and other relevant international quality management systems which are periodically audited and certified by legal and global inspection companies. Our facilities are certified by Food Safety and Quality Management Systems such as BRC, IFS, ISO, KOSHER, HALAL, CERES...

**We enhance the satisfaction of our clients through the effective application of those systems, including the assurance of conformity and applicable statutory and regulatory requirements.**





## Raw Materials

Unshelled rice, natural pulses, bulgur etc. products



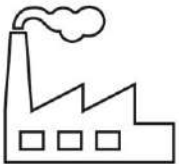
## Procurement

First: From local farmers  
Second: From local & international vendors due to the size of operations



## Ankara & Mersin & Niğde Factory

Processes: Sorting, crushing, grading, processing and making compatible with the Turkish food codex



## Classic Products

Delivered to end user  
Packaged-unpackaged pulses, bulgur, rice



## Value-added Product

Goes through advanced level processes with special recipes

**No additives**

**No preservatives**

**Cook & Eat, Open & Eat,**

**Heat & Eat**





# LOCAL SALES CHANNELS



- 01 Chain Stores
- 02 Dealers
- 03 Online Sales Channels
- 04 Cash and Carry
- 05 Out-of-Home Consumption
- 06 Discount Markets
- 07 Direct Sales

81 Cities  
65 Dealers  
60000 Sales Points  
50 Sales Team





Company Information

# LOCAL ONLINE SALES CHANNELS



hepsiburada





# NATIONAL BUSSINESS PARTNERS





# INTERNATIONAL SALES CHANNELS



- 01 Chain Stores
- 02 Dealers
- 03 Out-of-Home Consumption
- 04 Cash and Carry
- 05 Direct Sales

- 14 Dealers
- +100 Trade with Countries
- +80 Sales to Countries
- 10 Sales Team







Company Information

# INTERNATIONAL BUSSINESS PARTNERS



**2018** 

The first and only R&D Center Certificate of the sector among rice pulses segment



**33** Personnel

**281 m<sup>2</sup>** Area

**7** Total Projects

**38** Patent Application

**7.217.487 USD** New Product Revenues

**665.650 USD** Total R&D Expenses



- The first company in the sector with **Carbon Footprint Statement Certificate**
- Target: **To be carbon neutral until 2050**
- Supply of raw materials sourced from producers who employ **sustainable farming methods**



We met the annual energy needs of **13.000** households with the energy we obtained from renewable energy sources.



We produced **4** times the energy we use with our own renewable energy sources.



We recycled a total of **326** tons of waste.



We reduced our natural gas consumption by **26%** and our water consumption by **19%** compared to the previous year.



We contributed to sustainable production with our products containing vegetable protein.



We prevented an average of **24,500** tons of carbon emissions.



Despite the increase in personnel and production, we achieved **22%** savings in energy consumption.



With our measures, we prevented the cutting of approximately **5,542** trees.



By supporting sustainable food sources, we paved the way for healthy nutrition in the long term.



We will continue to work for the protection of natural resources and the environment tomorrow as we do today.



**ZERO  
WASTE**



Yayla

02  
Products

## Products

### RICE

- Baldo
- Osmancık
- Calrose
- Long Grain
- Basmati
- Jasmine
- Whole Grain
- Short Grain
- Arborio
- Swarna
- Parbolied

### BULGUR

- Coarse
- Extra Coarse
- Medium
- Fine
- Extra Fine
- Coarse Bulgur with Vermicelli
- Freekeh
- Siyez

### BEANS

- Sira
- Dermason
- Cali
- Greath Northern
- Bombay
- Redondo
- Alubia
- Mung
- Black-Eyed Beans
- Red
- Fava Beans
- Borlotti (Cranberry)
- Pinto

### CHICKPEAS

- Spinolla
- White

### LENTILS

- Red
- Green
- Yellow
- Beluga

## Pulses Gourmet and Classics







Products

# PRODUCT RANGE



## Pulses

Gourmet and Classics



Classics



Gourmet



Classics



**HEAT & EAT**



**SOUP**  
**BULGUR**  
**PASTA**  
**RICE**



**OPEN & EAT**



**BEANS & GRAINS BOWL**  
**COMPOTE**  
**BOILED**  
**BOILED (DRAINED)**  
**BEANS IN SAUCE**



**Ready to Eat**

*Preperation of Legurme*





## TOMATO SOUP

PREPARATION TIME:	SHELF LIFE:
2 min	18 months

ALLERGENS:

-----

PORTION	NET WEIGHT:
	250 ml

### INGREDIENTS

Water, tomato puree (18%), tomato paste (5%), vegetable oil (sunflower oil) (2%), corn starch, salt, sugar, onion, pepper paste, black pepper, garlic.



## LENTIL SOUP

PREPARATION TIME:	SHELF LIFE:
2 min	18 months

ALLERGENS:

-----

PORTION	NET WEIGHT:
	250 ml

### INGREDIENTS

Water, red lentils (11%), vegetable oil (sunflower oil) (4%), salt, carrots, turmeric.



## LENTIL SOUP

**WITH BULGUR**

PREPARATION TIME:	SHELF LIFE:
2 min	18 months

ALLERGENS:

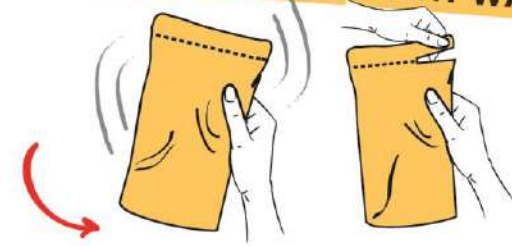
Contains wheat gluten.

PORTION	NET WEIGHT:
	250 ml

### INGREDIENTS

Water, red lentils (5%), vegetable oil (sunflower oil, olive oil) (3%), tomato paste (2%), wheat flour, salt, pepper paste, onion, garlic, dried mint, rice, bulgur (0,4%), red pepper flakes, paprika, cumin, black pepper.

**YOU CAN HEAT IN 3 DIFFERENT WAYS**



Shake before opening



**2**  
Minutes

(800 W)  
Open 2-3 cm and heat in microwave



**3**  
Minutes

Heat in saucepan



**5**  
Minutes

Place unopened package in boiling water



Enjoy your Meal!

You may add spices  
or salt

Description of Product	Weight(ml)	Qty per Carton	Carton Gross Weight(kg)	Carton per Pallet	Weight of Pallet(kg)	20 ft Cont. Pallet	20 ft Cont. Capacity	40 ft Cont. Pallet	40 ft Cont. Capacity
Ready to Eat Soup	250 ml	12	3,26	160	545	11	21.120	24	46.080



# BULGUR Cracked Wheat

## BULGUR

### WITH CHICKPEAS



PREPARATION TIME: 2 min  
SHELF LIFE: 18 months

ALLERGENS:  
Contains wheat gluten.

PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Water, bulgur (durum wheat) (30%), chickpeas (11%), vegetable oil (sunflower oil, olive oil) (6%), salt, onion.

## BULGUR

### WITH MUSHROOMS



PREPARATION TIME: 2 min  
SHELF LIFE: 18 months

ALLERGENS:  
Contains wheat gluten.

PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Water, bulgur (durum wheat) (30%), mushrooms (11%), vegetable oil (sunflower oil, olive oil) (6%), salt, onion, garlic.

## BULGUR

### WITH GREEN LENTILS



PREPARATION TIME: 2 min  
SHELF LIFE: 18 months

ALLERGENS:  
Contains wheat gluten.

PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Water, bulgur (durum wheat) (30%), vegetable oil (sunflower oil, olive oil) (11%), green lentils (9%), salt, onion, garlic, black pepper.

## BULGUR

### WITH QUINOA



PREPARATION TIME: 2 min  
SHELF LIFE: 18 months

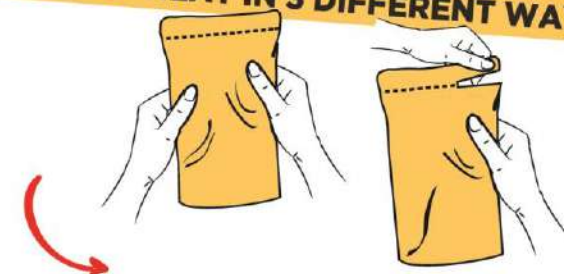
ALLERGENS:  
Contains wheat gluten.

PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Water, bulgur (durum wheat) (32%), vegetable oil (sunflower oil, olive oil) (7%), tomato (2%), quinoa (1%), salt.

YOU CAN HEAT IN 3 DIFFERENT WAYS



Squeeze the package



(800 W)

2  
Minutes

Open 2-3 cm and heat in microwave



3  
Minutes

Heat in saucepan



5  
Minutes

Place unopened package in boiling water



Enjoy your Meal!

You may add spices  
or salt

Description of Product	Weight(g)	Qty per Carton	Carton Gross Weight(kg)	Carton per Pallet	Weight of Pallet(kg)	20 ft Cont. Pallet	20 ft Cont. Capacity	40 ft Cont. Pallet	40 ft Cont. Capacity
Ready to Eat Bulgur	250 g	12	3,3	128	450	11	16.896	24	36.864



## Products/Ready to Eat



### PASTA

#### WITH ARRABBIATA SAUCE

PREPARATION TIME: 1 min  
SHELF LIFE: 18 months

ALLERGENS:  
Contains wheat gluten.

PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Pasta (56%) (durum wheat semolina, water), Arrabbiata sauce (44%) [tomato puree (10%), water, vegetable oil (sunflower oil, olive oil) (9%), black olive (2%), salt, tomato paste, pepper paste, apple cider vinegar, sugar, corn starch, paprika, onion, black pepper, garlic, basil, thyme].



### PASTA

#### WITH NEAPOLITAN SAUCE

PREPARATION TIME: 1 min  
SHELF LIFE: 18 months

ALLERGENS:  
Contains wheat gluten.

PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Pasta (57%) (durum wheat semolina, water), Neapolitan sauce (43%) [tomato puree (10%), water, vegetable oil (sunflower oil, olive oil) (9%), salt, tomato paste, apple cider vinegar, sugar, corn starch, onion, black pepper, garlic, basil].



### PASTA

#### WITH CREAMY MUSHROOM SAUCE

PREPARATION TIME: 1 min  
SHELF LIFE: 18 months

ALLERGENS:  
Contains wheat gluten and dairy products.

PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Pasta (46%) (durum wheat semolina, water), creamy mushroom sauce (54%) [water, cream (11%), vegetable oil (sunflower oil), onion, dried mushroom (1%), corn starch, salt, garlic, yeast extract, white pepper].



### PASTA

#### WITH PESTO SAUCE

PREPARATION TIME: 1 min  
SHELF LIFE: 18 months

ALLERGENS:  
Contains wheat gluten and dairy products.

PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Pasta (50%) (durum wheat semolina, water), Pesto sauce (50%) [water, vegetable oil (sunflower oil), cream, spinach, onion, corn starch, cheese powder (1.5%), garlic, salt, dried basil (1%), white pepper].



### PASTA

#### WITH BOLOGNESE SAUCE

PREPARATION TIME: 1 min  
SHELF LIFE: 18 months

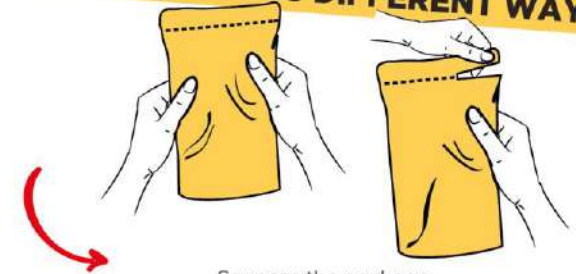
ALLERGENS:  
Contains wheat gluten.

PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Pasta (48%) (durum wheat semolina, water), Bolognese sauce (52%) [tomato puree (18%), water, vegetable oil (sunflower oil), roasted ground beef (4%), carrots, tomato paste, onion, pepper paste, salt, corn starch, beet sugar, apple cider vinegar, basil, yeast extract, black pepper, thyme, marjoram].

## YOU CAN HEAT IN 3 DIFFERENT WAYS



Squeeze the package



(800 W)

Open 2-3 cm and heat in microwave

1 Minutes



Heat in saucepan

3 Minutes



Place unopened package in boiling water

5 Minutes



Enjoy your Meal!

You may add spices or salt

Description of Product	Weight(g)	Qty per Carton	Carton Gross Weight(kg)	Carton per Pallet	Weight of Pallet(kg)	20 ft Cont. Pallet	20 ft Cont. Capacity	40 ft Cont. Pallet	40 ft Cont. Capacity
Ready to Eat Pasta	250 g	12	3,3	128	450	11	16.896	24	36.864



## RICE

### WITH RISONI

PREPARATION TIME: 2 min  
SHELF LIFE: 18 months

ALLERGENS:  
Contains wheat gluten.

PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Rice (55%), water, vegetable oil (sunflower oil, olive oil) (9%), roasted risoni (durum wheat semolina, water) (4%), salt.



## RICE

### BASMATI WITH TURMERIC

PREPARATION TIME: 2 min  
SHELF LIFE: 18 months

ALLERGENS:  
-----

PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Basmati rice (61%), water, vegetable oil (sunflower oil) (9%), salt, spice mix (coriander, salt, cumin, black pepper, black cumin, cardamom, cloves, cinnamon), onion, turmeric (0,2%), garlic.



## RICE

### WITH CHICKPEAS

PREPARATION TIME: 2 min  
SHELF LIFE: 18 months

ALLERGENS:  
-----

PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Rice (52%), water, chickpeas (11%), vegetable oil (sunflower oil, olive oil) (9%), salt.



## RICE

### WITH GARNISH

PREPARATION TIME: 2 min  
SHELF LIFE: 18 months

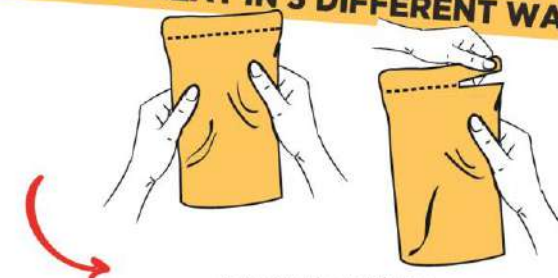
ALLERGENS:  
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PORTION NET WEIGHT: 250 g

#### INGREDIENTS

Rice, water, vegetable oil (sunflower oil, olive oil) (9%), carrot (4%), green peas (4%), frozen sweetcorn (3%), salt.

**YOU CAN HEAT IN 3 DIFFERENT WAYS**



Squeeze the package



(800 W)

**2**  
Minutes

Open 2-3 cm and heat in microwave



**3**  
Minutes

Heat in saucepan



**5**  
Minutes

Place unopened package in boiling water



Enjoy your Meal!

**You may add spices or salt**

Description of Product	Weight(g)	Qty per Carton	Carton Gross Weight(kg)	Carton per Pallet	Weight of Pallet(kg)	20 ft. Cont. Pallet	20 ft. Cont. Capacity	40 ft. Cont. Pallet	40 ft. Cont. Capacity
Ready to Eat Rice	250 g	12	3,3	128	450	11	16.896	24	36.864



## BORLOTTI BEANS

### IN TOMATO SAUCE



PREPARATION TIME: Open Eat	SHELF LIFE: 36 months
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ALLERGENS:  
Contains wheat gluten.

PORTION	NET WEIGHT: 400 g
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#### INGREDIENTS

Borlotti beans (39%), water, potato (7%), carrot (6%), vegetable oil (sunflower oil, olive oil) (5%), tomato puree (4%), tomato paste (2%), salt, apple cider vinegar, pepper paste, **wheat** flour, sugar, dried onion, dried garlic, black pepper, cumin, basil.

## RED KIDNEY BEANS



### IN MEXICAN SAUCE



PREPARATION TIME: Open Eat	SHELF LIFE: 36 months
-------------------------------	--------------------------

ALLERGENS:  
Contains wheat gluten.

PORTION	NET WEIGHT: 400 g
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#### INGREDIENTS

Water, red kidney beans (49%), Mexican sauce (22%) [tomato puree (7%), capia pepper (3%), jalapeno pepper (3%), vegetable oil (sunflower oil, olive oil) (5%), pepper paste (2%), tomato paste, apple cider vinegar, salt, **wheat** flour, sugar, dried onion, dried garlic, paprika, cumin, rosemary]



Open



Eat



Enjoy your Meal!

Description of Product	Weight(g)	Qty per Carton	Carton Gross Weight(kg)	Carton per Pallet	Weight of Pallet(kg)	20 ft Cont. Pallet	20 ft Cont. Capacity	40 ft Cont. Pallet	40 ft Cont. Capacity
Ready to Eat Beans In Sauce	<b>400 g</b>	<b>12</b>	<b>5,13</b>	<b>128</b>	<b>680</b>	<b>11</b>	<b>16.896</b>	<b>24</b>	<b>36.864</b>



Products/Ready to Eat



## GRAPE COMPOTE

PREPARATION TIME: Open Eat  
 SHELF LIFE: 36 months

ALLERGENS:

PORTION NET WEIGHT: 250 g

### INGREDIENTS

Water, sugar (13%), raisins (6%), cinnamon, cloves.



## APRICOT COMPOTE

PREPARATION TIME: Open Eat  
 SHELF LIFE: 36 months

ALLERGENS:

PORTION NET WEIGHT: 250 g

### INGREDIENTS

Water, sugar (13%), dried apricots (10%), cinnamon, cloves.



## MIXED FRUIT COMPOTE

PREPARATION TIME: Open Eat  
 SHELF LIFE: 36 months

ALLERGENS:

PORTION NET WEIGHT: 250 g

### INGREDIENTS

Water, sugar (13%), sour cherries (4%), dried apricots (3%), raisins (2%), dried plums (2%), cinnamon, cloves.



Open



Eat



Enjoy your Meal!

Description of Product	Weight(g)	Qty per Carton	Carton Gross Weight(kg)	Carton per Pallet	Weight of Pallet(kg)	20 ft Cont. Pallet	20 ft Cont. Capacity	40 ft Cont. Pallet	40 ft Cont. Capacity
Ready to Eat Compote	250 g	12	3,26	160	545	11	21.120	24	46.080

Products/Ready to Eat



## MEDITERRANEAN BOWL

**SWEET MIX**

PREPARATION TIME: Open Eat | SHELF LIFE: 36 months

ALLERGENS: Contains gluten and almonds.

PORTION | NET WEIGHT: 150 g

**INGREDIENTS**  
Durum wheat (21%), einkorn bulgur (18%), freekeh (18%), black rice (8%), sweetcorn (7%), honey (4%), almonds (3%), vegetable oil (sunflower oil, olive oil), coconut, sugar, salt, lemon juice, dried mint, cinnamon.



## MEXICAN BOWL

**SPICY MIX**

PREPARATION TIME: Open Eat | SHELF LIFE: 36 months

ALLERGENS:

PORTION | NET WEIGHT: 150 g

**INGREDIENTS**  
Red kidney beans (26%), black eyed beans (20%), green lentils (13%), sweetcorn (9%), jalapeno pepper (5%), capia pepper (4%), dried tomato (3%), vegetable oil (sunflower oil, olive oil), lemon juice, red pepper powder, salt, sumac, black pepper.



## MEDITERRANEAN BOWL

**SOUR MIX**

PREPARATION TIME: Open Eat | SHELF LIFE: 36 months

ALLERGENS:

PORTION | NET WEIGHT: 150 g

**INGREDIENTS**  
Mung beans (26%), green lentils (18%), carrots (9%), black quinoa (5%), red quinoa (5%), capia pepper (5%), chickpeas (3%), dried tomato (3%), green olives, vegetable oil (sunflower oil, olive oil), lemon juice, salt, sumac, thyme, dried mint, black pepper.



Open



Eat



Enjoy your Meal!

Description of Product	Weight(g)	Qty per Carton	Carton Gross Weight(kg)	Carton per Pallet	Weight of Pallet(kg)	20 ft Cont. Pallet	20 ft Cont. Capacity	40 ft Cont. Pallet	40 ft Cont. Capacity
Ready to Eat Bowl	150 g	12	2,09	162	365	11	21.384	24	46.656



Products/Ready to Eat



## BOILED CHICKPEAS

**DRAINED**

PREPARATION TIME:	SHELF LIFE:
Open Eat	18 months

ALLERGENS:

PORTRION	NET WEIGHT:
	150 g

### INGREDIENTS

Boiled chickpeas (water chickpeas) (97%), vegetable oil (sunflower oil).



## BOILED WHITE BEANS

**DRAINED**

PREPARATION TIME:	SHELF LIFE:
Open Eat	18 months

ALLERGENS:

PORTRION	NET WEIGHT:
	150 g

### INGREDIENTS

Boiled white beans (water, white beans) (97%), vegetable oil (sunflower oil).



## BOILED RED KIDNEY BEANS

**DRAINED**

PREPARATION TIME:	SHELF LIFE:
Open Eat	18 months

ALLERGENS:

PORTRION	NET WEIGHT:
	150 g

### INGREDIENTS

Boiled red kidney beans (water, red kidney beans) (97%), vegetable oil (sunflower oil).



Open



Add to Meals, Soups or Salads.



Enjoy your Meal!



Description of Product	Weight(g)	Qty per Carton	Carton Gross Weight(kg)	Carton per Pallet	Weight of Pallet(kg)	20 ft Cont. Pallet	20 ft Cont. Capacity	40 ft Cont. Pallet	40 ft Cont. Capacity
Ready to Eat Boiled (Drained)	150 g	12	2,07	198	435	11	26.136	24	57.024



Products/Ready to Eat



## BOILED CHICKPEAS

PREPARATION TIME: Open Eat  
 SHELF LIFE: 36 months

ALLERGENS:

PORTION NET WEIGHT: 400 g  
 DRAIN WEIGHT: 220 g

### INGREDIENTS

Boiled chickpeas (57%), water, salt.



## BOILED WHITE BEANS

PREPARATION TIME: Open Eat  
 SHELF LIFE: 36 months

ALLERGENS:

PORTION NET WEIGHT: 400 g  
 DRAIN WEIGHT: 220 g

### INGREDIENTS

Boiled White beans (57%), water, salt.



## BOILED RED KIDNEY BEANS

PREPARATION TIME: Open Eat  
 SHELF LIFE: 36 months

ALLERGENS:

PORTION NET WEIGHT: 400 g  
 DRAIN WEIGHT: 220 g

### INGREDIENTS

Boiled red kidney beans (55%), water, salt.



Open



Add to Meals, Soups or Salads.



Enjoy your Meal!



Description of Product	Weight(g)	Qty per Carton	Carton Gross Weight(kg)	Carton per Pallet	Weight of Pallet(kg)	20 ft Cont. Pallet	20 ft Cont. Capacity	40 ft Cont. Pallet	40 ft Cont. Capacity
Ready to Eat Boiled	400 g	12	5,13	128	680	11	16.896	24	36.864



## BOILED CHICKPEAS

PREPARATION TIME: Open Eat  
 SHELF LIFE: 36 months

ALLERGENS:

APPROX. PORTION **6**   
 NET WEIGHT: 700 g  
 DRAIN WEIGHT: 400 g

### INGREDIENTS

Boiled chickpeas (57%), water, salt.



## BOILED WHITE BEANS

PREPARATION TIME: Open Eat  
 SHELF LIFE: 36 months

ALLERGENS:

APPROX. PORTION **6**   
 NET WEIGHT: 700 g  
 DRAIN WEIGHT: 400 g

### INGREDIENTS

Boiled White beans (57%), water, salt.



## BOILED RED KIDNEY BEANS

PREPARATION TIME: Open Eat  
 SHELF LIFE: 36 months

ALLERGENS:

APPROX. PORTION **6**   
 NET WEIGHT: 700 g  
 DRAIN WEIGHT: 400 g

### INGREDIENTS

Boiled red kidney beans (55%), water, salt.



Open



Add to Meals, Soups or Salads.



Enjoy your Meal!



Description of Product	Weight(g)	Qty per Carton	Carton Gross Weight(kg)	Carton per Pallet	Weight of Pallet(kg)	20 ft Cont. Pallet	20 ft Cont. Capacity	40 ft Cont. Pallet	40 ft Cont. Capacity
Ready to Eat Boiled	700 g	9	6,73	98	685	11	9.702	24	21.168





# BOILED



Products/Ready to Eat



## BOILED CHICKPEAS

PREPARATION TIME:	SHELF LIFE:
Open Eat	36 months

ALLERGENS:

PORTION <b>12</b>	NET WEIGHT:
	2500 g
	DRAIN WEIGHT:
	1500 g

### INGREDIENTS

Boiled chickpeas (57%), water, salt.



## BOILED WHITE BEANS

PREPARATION TIME:	SHELF LIFE:
Open Eat	36 months

ALLERGENS:

PORTION <b>12</b>	NET WEIGHT:
	2500 g
	DRAIN WEIGHT:
	1500 g

### INGREDIENTS

Boiled White beans (57%), water, salt.



## BOILED RED KIDNEY BEANS

PREPARATION TIME:	SHELF LIFE:
Open Eat	36 months

ALLERGENS:

PORTION <b>12</b>	NET WEIGHT:
	2500 g
	DRAIN WEIGHT:
	1500 g

### INGREDIENTS

Boiled red kidney beans (55%), water, salt.



Open



Add to Meals, Soups or Salads.



Enjoy your Meal!



Description of Product	Weight(g)	Qty per Carton	Carton Gross Weight(kg)	Carton per Pallet	Weight of Pallet(kg)	20 ft Cont. Pallet	20 ft Cont. Capacity	40 ft Cont. Pallet	40 ft Cont. Capacity
Ready to Eat Boiled	2500 g	6	15,6	40	650	11	2.640	24	5.760





Products

COMING SOON



**TOPPING SAUCES**



**MAC & CHEESE**

UNITED STATES OF

AMERICA



We are officially coming to  
explore America with our brand  
new designs!







Products

# LEGURME AMERICA



SOUP



GRAIN BOWL



BEANS IN SAUCE



PASTA



RICE PILAF



BULGUR PILAF



BOILED





Products

WE DO PRIVATE LABEL



## Legurme is your **B2B Solution Partner**

With your own brands and designs, we can produce products in the weight and packaging type you want as Private Label (PL, OEM).

We can produce the products you want with your ready-made designs and brand, as well as helping you in your design and packaging choice.





Yayla

03  
Marketing

With its Own Brand - Legurme -  
on the way to become a global brand under the  
**TURQUALITYprogram since 2020.**



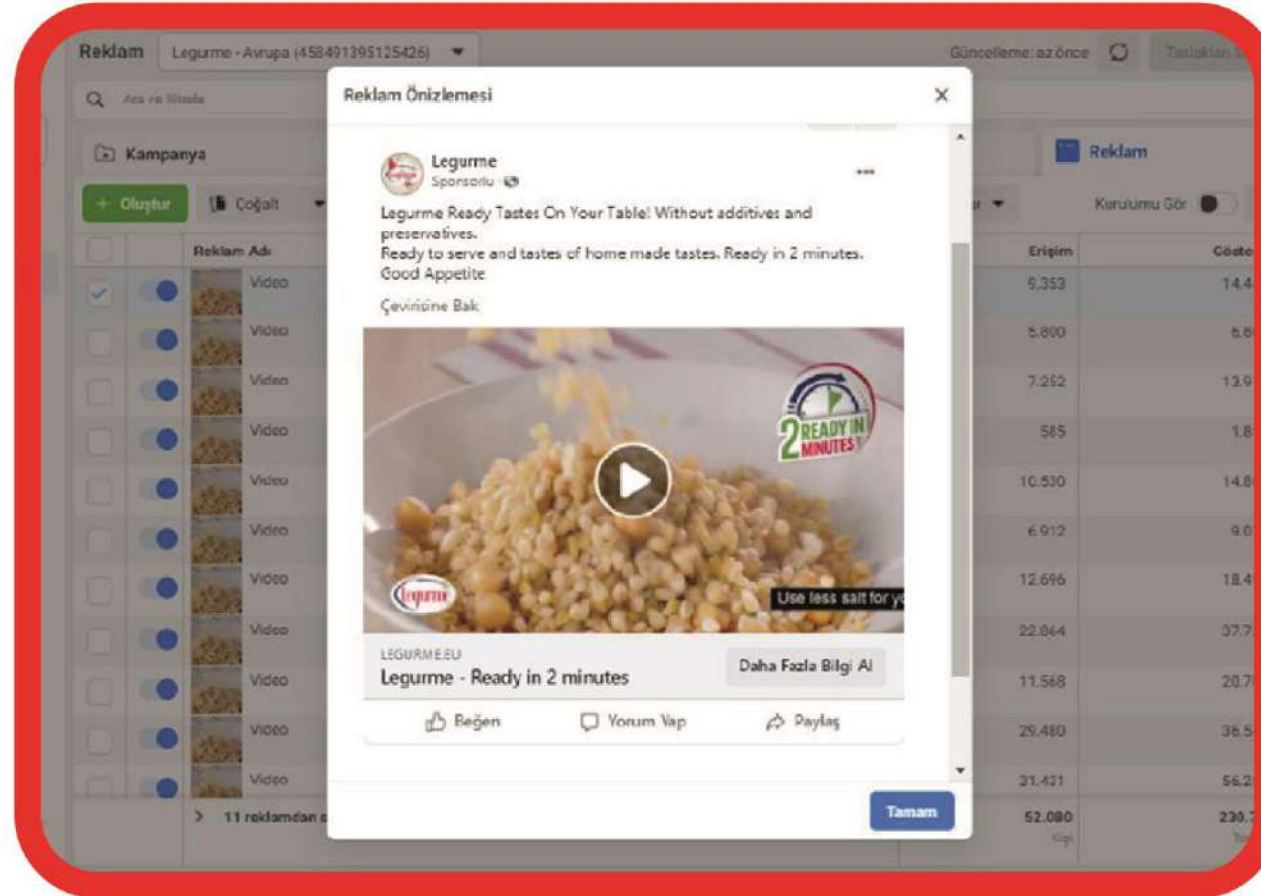
*We combine Turkish and global gastronomy recipes*  
with our innovation by offering the traditional flavors of the future globally.





# MERCHANDISING SOLUTIONS





**Reklam** Legurme - Avrupa (458491395125426) Güncelleme: az önce Taktikler

Aras ve Siteler

**Kampanya**

+ Olustur Coğalt

Reklam Adı	Erişim	Gözetim
Video	9.353	14.4
Video	5.800	8.8
Video	7.252	13.9
Video	585	1.8
Video	10.530	14.8
Video	6.912	9.0
Video	12.696	18.4
Video	22.064	37.7
Video	11.568	20.7
Video	29.480	36.5
Video	31.421	56.2
Video	52.080	230.7

**Reklam Önizlemesi**

**Legurme**  
Sponsorlu

Legurme Ready Tastes On Your Table! Without additives and preservatives. Ready to serve and tastes of home made tastes. Ready in 2 minutes. Good Appetite

Çevirisine Bak

Use less salt for y

LEGURME.EU  
Legurme - Ready in 2 minutes Daha Fazla Bilgi Al

Beğen Yorum Yap Paylaş

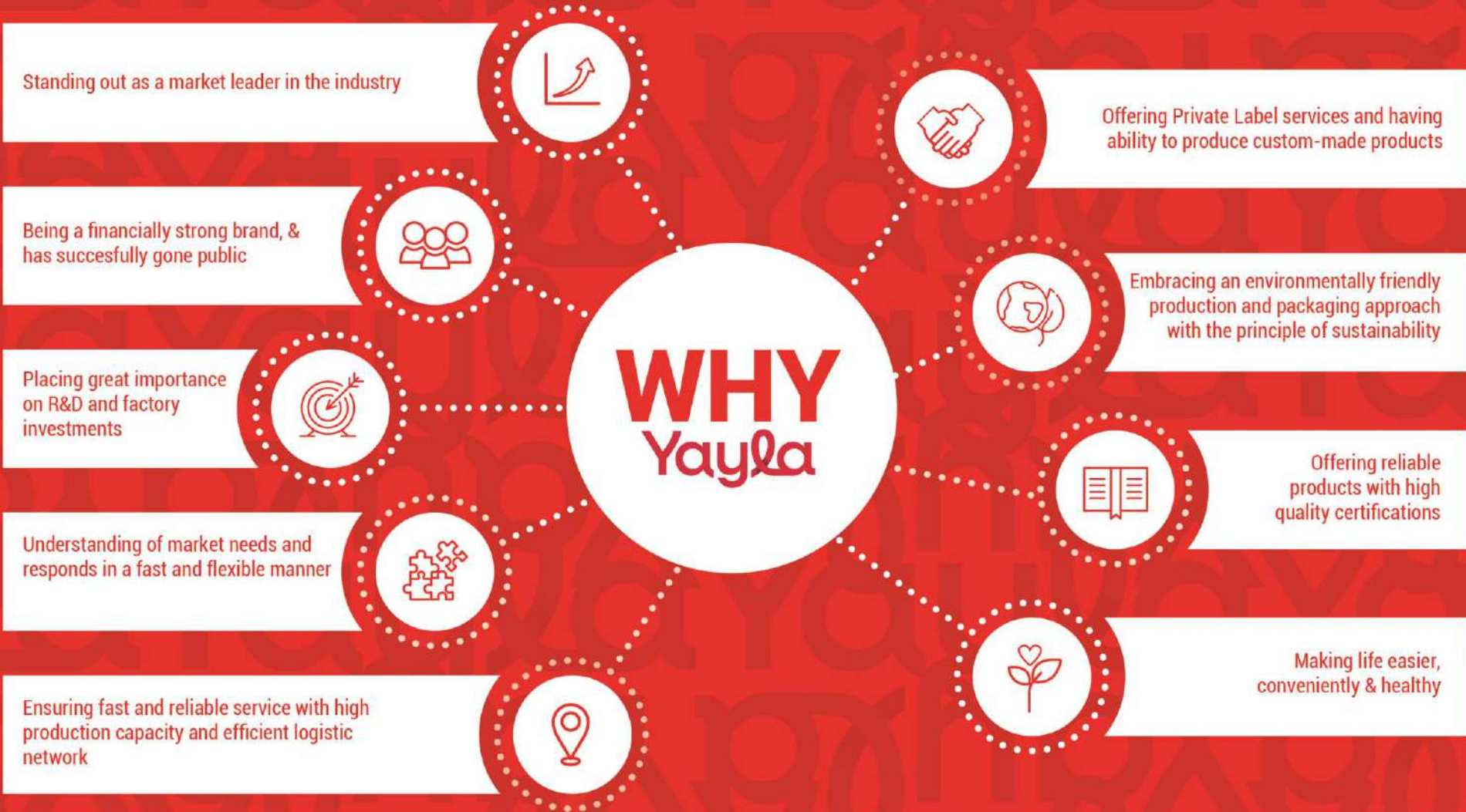
Tamam



Yayla

04

Why Yayla?







Why Yayla?

# STRONG DOMESTIC POSITIONING



## Market Leader Classical Pulses

Product Group Market Leader in rice and pulses product group



Volume Share ('21)

%17,3



Revenue Share ('21)

%16,5

Volume Share ('20)

%16,7

Revenue Share ('20)

%15,9



## Market Leader Value Added

Product Group Market Leader in "heat and eat" under ready-cooked category



Heat & Eat Revenue ('21)

%52,2



Liq. Soup Revenue ('21)

%18,9



Boiled Pulses Revenue ('21)

%18,4

Heat & Eat Revenue ('20)

%50,6

Liq. Soup Revenue ('20)

%24,3

Boiled Pulses Revenue ('20)

%17,3

\*Source: Nielsen

25 years Sector Experience



15 years Exporter



High Brand Awareness



Consumers Primary Choice





Why Yayla?

# AWARDS



## 2021 Effie Silver Award

Food Category

"Yayla Ready-to-Eat - The New Star of the Kitchen"



## 2019 Social Media Awards

Turkey

Bronze Award in Food Category



## EBA 2019 Ones to Watch

Turkey's 1st Among Companies with 150 M EUR and above Net Sales



## 2017 Design Award & Competition

Bronze Award



NielsenIQ

## 2021 Breakthrough Innovations Winner

Traditional Meals Innovation Award with Ready-to-Eat Concept



## Capital 500

Turkey's Largest Companies List  
Ranked 295th in 2020



## Fortune 500

Turkey's Largest Companies List - Net Sales Category  
Ranked 206th in 2020



## ISO 500

Net Sales-Based List  
Ranked 166th in 2020



## Dubai Taste Awards

Gold & Platinum Awards



When labor communes  
with the earth,  
the future becomes

*green*



Thank You!