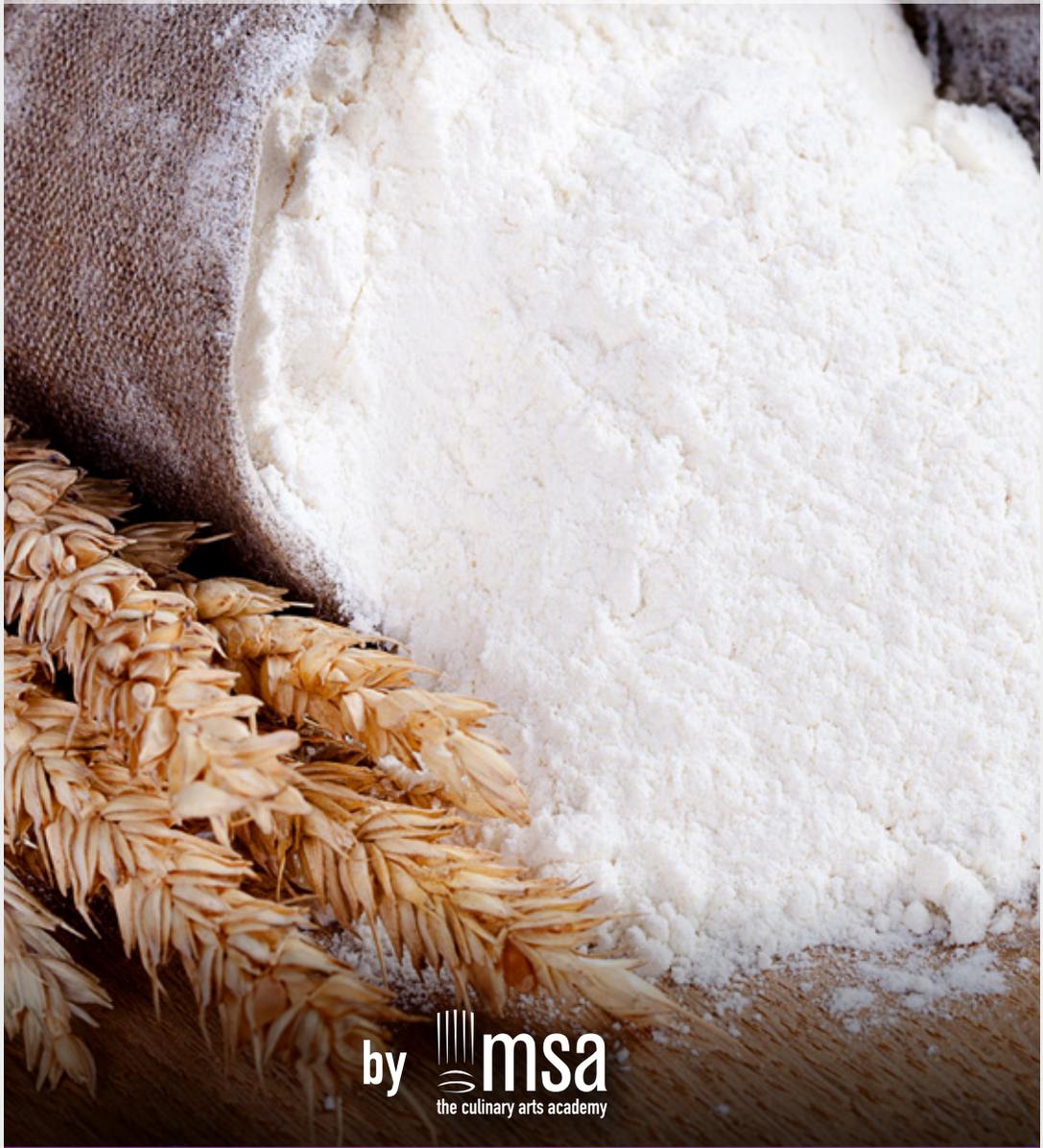




# TURKISH FLOUR YEAST AND INGREDIENTS PROMOTION GROUP EXPO MILANO PROGRAM

SEPTEMBER 14-30, 2015 | TURKISH PAVILLION





# TURKISH FLOUR YEAST AND INGREDIENTS PROMOTION GROUP INDUSTRY SPOTLIGHT

Turkish Flour Yeast and Ingredients Promotion Group was founded on the 4th of April 2012 with the approval of the Ministry of Economy with the purpose of improving this major sector which constitutes a cornerstone of our country's industry and commerce.

Turkish Flour Yeast and Ingredients Promotion Group for which the Central Anatolian Exporters Union General Secretariat ([www.oaib.org.tr](http://www.oaib.org.tr)) acts as the secretariat works towards conveying the products covered by the Promotion Group to the world markets under the "Turkish Brand".

The Group aims to transfer the abundance gained from the lands of Turkey, one of the richest countries of the world in terms of agriculture, to world market with a "sustainable" acceleration.

The Group performs the activities geared towards development of the sectoral exports and targets to achieve Turkey's 2023 Export Strategy targets.

Following are the products covered by Turkish Flour Yeast and Ingredients Promotion Group:

- Wheat Flour
- Other Cereal Flours
- Cereals Grains Worked Post Hulling; Potatoes Flour and Meal
- Various Flour, Meal, Powder, Wheat Gluten
- Starches, Inulin
- Malt Extract; Food Preparations of Flour, Meal, Starch or Malt Extract
- Breakfast Cereals, Cereals Bars
- Breads, Crispbread and Similar Toasted Products
- Yeast and Baking Powders
- Soups and Broths
- Bran, Sharps and Other Residues

In 2014, Turkey's exports of the products covered by Turkish Flour Yeast and Ingredients Promotion Group amounted to USD 1.4 billion.

Turkey's exports of the products covered by the Promotion Group have quite a high share in the worldwide trade of the said products from the standpoint of particularly wheat flour.

In the exports of wheat flour which accounts for approximately 65% the total exports of the products covered by the Promotion Group, Turkey;

- ranked 1<sup>st</sup> worldwide in the years 2005, 2006 and 2007 on the basis of value and quantity,
- ranked 2<sup>nd</sup> worldwide in the year 2008 on the basis of value and quantity,
- ranked 1<sup>st</sup> in 2009 on the basis of value,
- ranked 1<sup>st</sup> in 2010 and 2011 on the basis of value and quantity,
- ranked 1<sup>st</sup> in 2012 on value basis and 2nd place on quantity basis,
- ranked 1<sup>st</sup> in 2013 and 2014 on the basis of value and quantity.

Also, Turkey ranks second in the yeast exports in 2014 on the basis of value and quantity.

Turkish Flour Yeast and Ingredients Promotion Group will move forward on 3 main lines, namely

- Strengthen Turkey's exporter position in the existing markets in connection with Turkey's exports of the said products,
- Step up Turkey's impact in newly-entered/developing markets,
- Identify new target markets.

It realizes the said 3 main lines through the activities that are in harmony with building and establishing a quality, healthy, preferable "Turkish Products Image" in connection with Turkey's exports of the said products.

It performs the following activities in the existing markets and in the countries to be identified as target countries:

- Participation in fairs,
- PR activities and market research in the said countries for the products covered by the Promotion Group,
- Various promotional activities,
- Common activities with other promotion groups which will contribute towards promotion of the country.



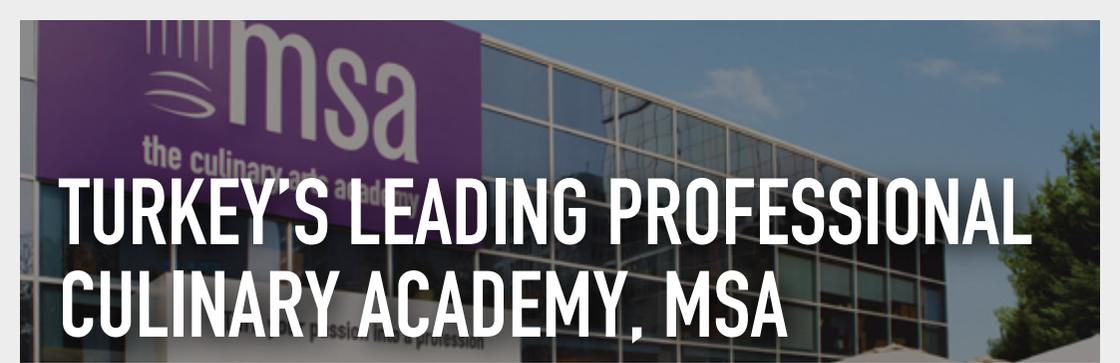
## **Vision of Turkish Flour Yeast and Ingredients Promotion Group**

The vision of Turkish Flour Yeast and Ingredients Promotion Group is to become a brand in the world markets with our quality and reliable products under the “Turkish” umbrella, and to share the abundant crops of our country with the whole world for a sustainable existence with our crop range and competitive advantages.

## **Mission of Turkish Flour Yeast and Ingredients Promotion Group**

The mission of Turkish Flour Yeast and Ingredients Promotion Group is to bring our sectoral stakeholders together around a common goal and to attain the year 2023 export target within the next 5 years.



A photograph of the MSA building, a modern structure with large glass windows and a purple sign that reads 'msa the culinary arts academy'. The text 'TURKEY'S LEADING PROFESSIONAL CULINARY ACADEMY, MSA' is overlaid in large white letters.

# TURKEY'S LEADING PROFESSIONAL CULINARY ACADEMY, MSA

Founded in 2004, MSA is Turkey's leading vocational and culinary education institution and ranks among the best culinary schools across the globe.

Approved as a private school by the Turkish Ministry of Education, MSA is also accredited by the UK-based City & Guilds, the world's largest accreditation centers. In 2011, WACS (The World Association of Chefs' Societies), operating with a mission to protect and improve culinary standards across international cuisines, singled out MSA with the award; "The High Standard of Professional Culinary Education". Today, MSA stands as the only professional culinary school in Turkey accredited by WACS.

The school's commitment is to change and reshape the culinary profile of the country through an education system at universal standards, R&D projects and highly trained, professional and young generation of chefs. Vocational education institution in culinary arts and continues to revise the profile of the industry. More than 750 aspiring chefs graduate from MSA every year to join the culinary ranks of leading restaurants and hotels. In addition, MSA's Professional Food & Beverage Management program, targeting entrepreneurs who want to run their own food & beverage business, offers in depth knowledge and experience about the intricate details of the food & beverage industry.

Today MSA's more than 5500 graduates reach far beyond Turkey's culinary borders and represent both the school and Turkish cuisine in top international kitchens and Michelin starred restaurants. 4.000 graduates pursue their culinary career in Turkey's 350 food & beverage establishments, 429 started their own F&B business, while 77 graduates are spread throughout the world's best kitchens.

4 MSA graduates were recently selected by City&Guilds UK to receive a Medal of Excellence, following a vocational excellence competition, held across all international vocational education centers. This award is a representation of the quality of MSA's education programs.

In addition to Professional programs, MSA features culinary workshops for serious amateurs. The school's chef instructors offer workshops ranging from international cuisines to cooking techniques. More than 8000 participants join MSA's 200 workshops every year.

A variety of corporate events, workshops, meetings and organizations take place at MSA where special menus are developed for each occasion. Groups of 28 can work with professional instructor chefs simultaneously during motivational meetings, press launches or product demos. Corporate events, meetings, exclusive workshops and seminars are also organized at MSA. Professional chefs work with groups of 28 people in the workshop kitchen to hold press launches, product demos and product shootings.

MSA campus features Turkey's only culinary auditorium, a perfect educational venue both for MSA students and graduates as well as international culinary professionals. The facility has a state-of-the-art technological infrastructure, unique kitchen equipment and full comfort standards.

More than 300 brands teamed up with MSA for corporate events and special culinary projects. The school extends its services far beyond the scope of education by also focusing on R&D projects, menu and product development and human resources.





## AYLİN ÖNEY TAN

Food Writer & Researcher

Aylin Öney Tan is an architect and a restoration specialist. She is the food columnist for Hürriyet Daily News (Fork & Cork), Cumhuriyet (weekend supplement), as well as writing for gastronomy magazines Gastro and Yemek ve Kültür. Aylin has several in-depth research and studies in Turkish food culture. Aylin is a regular participant of Oxford Symposium on Food and Cookery, where she has won the Sophie Coe Award for food history in 2008. She wrote the entry for Turkey in the Food Cultures of the World Encyclopedia. Aylin guides and gives consultancy to food writers and media crews on food culture and history of Turkey. She is the leader of Slow Food Ankara. She is the author of "A Taste of Sun and Fire-Gaziantep Cookery", on regional cookery of Gaziantep.



## OSMAN SERİM

Food & Beverage Consultant

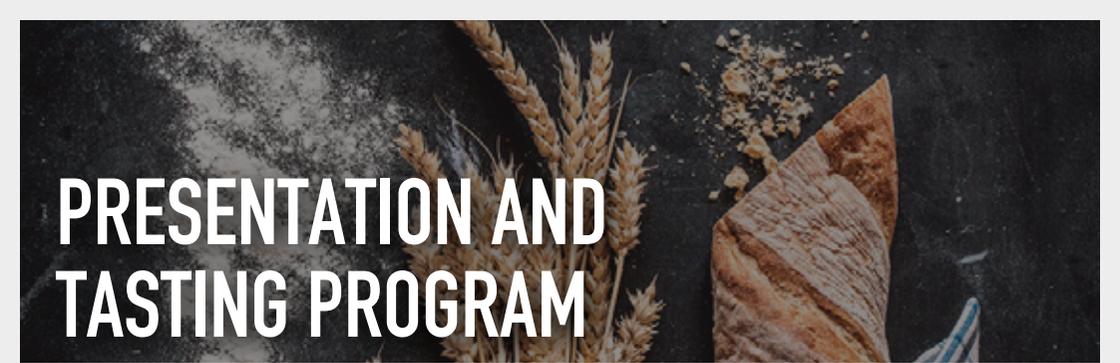
Osman Serim has worked in Europe and the United States in the fields of hospitality and f&b. In Turkey, he served as hotel managers until 1991 when he founded an f&b consultancy. Thus far, he consulted with more than 160 companies in the investment and management capacity. Osman Serim is a member of several local and international gastronomy associations. He is a board member for the Turkish Coffee Culture Association, Turkish Cuisine and Mutfak Dostları.



## CEM EROL

Executive Instructor Chef  
MSA Culinary Arts Academy of Istanbul

After his education in both Tourism & Hotel Management and Culinary Arts, Cem Erol pursued his culinary career in the USA's top kitchens such as Loews Miami Beach Hotel, Marco Island Marriott, Ritz Carlton Naples Golf Resort in Florida. In Turkey, he worked at Les Ottomans Hotel, specializing in Ottoman and Turkish Cuisine and moved on to lead Banyan Restaurants. His career took him to W Hotel Istanbul as Executive Chef, managing the hotel's f&b outlets including W Kitchen concept and the famous Spice Market designed by Jean Georges Vongerichten. Executive Chef Instructor at MSA since 2010, Cem Erol manages a team of 16 chef instructors, teaches more than 750 aspiring, young chefs every year and represents the new interpretation of Turkish Cuisine at culinary seminars and academies across the world.



# PRESENTATION AND TASTING PROGRAM

**14 SEP.**  
Monday

Osman Serim presents

- 15.30-16.30 The Amazing Journey of the Turkish Coffee  
Savory cookies and simit tasting

**15 SEP.**  
Tuesday

Aylin Öney Tan presents

- 13.00 The World's First Instant Soup: Tarhana
- 14.00 From Asia to Anatolia, the Saga of "Mantu"
- 15.00 1001 Layers of Sweetness: Baklava
- 16.00 Wheat: The Grain that Started the Civilization

**16 SEP.**  
Wednesday

Aylin Öney Tan presents

- 13.00 The World's First Instant Soup: Tarhana
- 14.00 From Asia to Anatolia, the Saga of "Mantu"
- 15.00 1001 Layers of Sweetness: Baklava
- 16.00 Source of Life: Anatolian Breads

**17 SEP.**  
Thursday

Aylin Öney Tan presents

- 13.00 The World's First Instant Soup: Tarhana
- 14.00 From Asia to Anatolia, the Saga of "Mantu"
- 15.00 1001 Layers of Sweetness: Baklava
- 16.00 Wheat: The Grain that Started the Civilization

**18 SEP.**  
Friday

Aylin Öney Tan presents

- **13.00** The World's First Instant Soup: Tarhana
- **14.00** 1001 Layers of Sweetness: Baklava
- **15.00** Wheat: The Grain that Started the Civilization
- **16.00** Source of Life: Anatolian Breads

**19 SEP.**  
Saturday

Aylin Öney Tan presents

- **13.00** The World's First Instant Soup: Tarhana
- **14.00** From Asia to Anatolia, the Saga of "Mantu"
- **15.00** 1001 Layers of Sweetness: Baklava
- **16.00** Wheat: The Grain that Started the Civilization

**20 SEP.**  
Sunday

Aylin Öney Tan presents

- **13.00** The World's First Instant Soup: Tarhana
- **14.00** 1001 Layers of Sweetness: Baklava
- **15.00** Wheat: The Grain that Started the Civilization
- **16.00** Source of Life: Anatolian Breads

**21 SEP.**  
Monday

Aylin Öney Tan presents

- **13.00** The World's First Instant Soup: Tarhana
- **14.00** From Asia to Anatolia, the Saga of "Mantu"
- **15.00** 1001 Layers of Sweetness: Baklava
- **16.00** Wheat: The Grain that Started the Civilization

**22 SEP.**  
Tuesday

Aylin Öney Tan presents

- **13.00** The World's First Instant Soup: Tarhana
- **14.00** 1001 Layers of Sweetness: Baklava
- **15.00** Wheat: The Grain that Started the Civilization
- **16.00** Source of Life: Anatolian Breads

**23 SEP.**  
Wednesday

Aylin Öney Tan presents

- 13.00 The World's First Instant Soup: Tarhana
- 14.00 From Asia to Anatolia, the Saga of "Mantu"
- 15.00 1001 Layers of Sweetness: Baklava
- 16.00 Wheat: The Grain that Started the Civilization

**24 SEP.**  
Thursday

Osman Serim presents

- 13.00 The World's First Instant Soup: Tarhana
- 14.00 1001 Layers of Sweetness: Baklava
- 15.00 Wheat: The Grain that Started the Civilization
- 16.00 Source of Life: Anatolian Breads

**25 SEP.**  
Friday

Osman Serim presents

- 13.00 The World's First Instant Soup: Tarhana
- 14.00 From Asia to Anatolia, the Saga of "Mantu"
- 15.00 1001 Layers of Sweetness: Baklava
- 16.00 Wheat: The Grain that Started the Civilization

**26 SEP.**  
Saturday

Osman Serim presents

- 13.00 The World's First Instant Soup: Tarhana
- 14.00 1001 Layers of Sweetness: Baklava
- 15.00 Wheat: The Grain that Started the Civilization
- 16.00 Source of Life: Anatolian Breads

**27 SEP.**  
Sunday

Osman Serim presents

- 13.00 The World's First Instant Soup: Tarhana
- 14.00 From Asia to Anatolia, the Saga of "Mantu"
- 15.00 1001 Layers of Sweetness: Baklava
- 16.00 Wheat: The Grain that Started the Civilization

**28 SEP.**  
Monday

Osman Serim presents

- **13.00** The World's First Instant Soup: Tarhana
- **14.00** 1001 Layers of Sweetness: Baklava
- **15.00** Wheat: The Grain that Started the Civilization
- **16.00** Source of Life: Anatolian Breads

**29 SEP.**  
Tuesday

Osman Serim presents

- **13.00** The World's First Instant Soup: Tarhana
- **14.00** From Asia to Anatolia, the Saga of "Mantu"
- **15.00** 1001 Layers of Sweetness: Baklava
- **16.00** Wheat: The Grain that Started the Civilization

**30 SEP.**  
Wednesday

Osman Serim presents

- **13.00** The World's First Instant Soup: Tarhana

## Products that will be presented at the demos:

**Tarhana:** Making of the basic tarhana soup, soup tasting.

**Manti:** Demonstration of different types of mantı (stuffed pasta) shapes, mantı tasting.

**Bread:** Shaping of açma and simit dough, açma and simit tasting.

**Baklava and Kadayıf:** Video presentation of the baklava and kadayıf, baklava tasting.

**Bulgur and Wheat-Based Products:** Demonstration and tasting of an oriental type of technique, "çiğ köfte", made by rubbing meat and bulgur. Demonstration and tasting of firik pilaf.

*\*Turkish Coffee demo will be held by Osman Serim and the rest of the demos will be held by MSA Instructor Chefs.*



**TURKISH FLOUR**  
**YEAST & INGREDIENTS**

Ceyhun Atuf Kansu Cad. No:120 Balgat, Çankaya - Ankara/TURKEY

**P:** +90 312 447 27 40 **F:** +90 312 446 96 05

**E-mail:** [info@tfyi.gov.tr](mailto:info@tfyi.gov.tr) - [www.tfyi.gov.tr](http://www.tfyi.gov.tr)

---

