



PRESS RELEASE

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Duru Bulgur had a feast of flavor in Latvia

Duru Bulgur participated in the Latvian "Professional Days" held in Riga, the capital of Latvia, not only introduced Turkish Bulgur but also gave the visitors a feast of flavor.

Duru Bulgur, attended the 16th Latvian "Professional Days" attending this year for the third time, introduced Turkish bulgur to visitors – food professionals from Latvia. The event, held between 12-13 February 2019, brought together more than 2500 opinion leaders, brand owners, purchasing managers, chiefs and technologists from the HoReCa and retail industries in the Baltic Food Industry.

Duru Bulgur, exporting 85% of packaged bulgur to 51 countries under its own brand, presented the dishes made with Turkish bulgur to taste lovers and introduced its products to professionals. With its wide range of products, Duru Bulgur gave visitors a feast of flavor. Tastings made with the products of Başbaşı (Extra Extra Coarse Bulgur), Köftelik (Fine Bulgur), Kepekli Pilavlık Bulgur (Wholegrain Coarse Bulgur) and Frikeeh (green roasted wheat) were highly appreciated. During the Latvian Professional Days, the famous Chef Masterclass Seminars were followed, visited by the most famous TV Chef Martins Ritins.

Duru Bulgur Chairman of the Board İhsan Duru stated that their primary goal is to introduce Turkish bulgur to the world and reach everyone with innovative recipes and taste meetings. İhsan Duru said: "We have undertaken the mission of promoting our country's national product, bulgur. Our company is honored to fulfill its duty successfully. Latvia Professional Days was an event that was very productive in terms of establishing new business contacts and explaining our product range to participants from various countries".