



PRESS RELEASE

January 14, 2019

The first phase of healthy nutrition R&D has been completed. Duru Pratik (practical) boiled legumes on the shelves.

The first phase of Duru Bulgur's R&D activities aimed at practicing healthy nutrition has been completed. Working for healthy products for good nutrition of generations, Duru Bulgur launched its new innovative product, Duru Pratik. Duru Pratik, which will complete the tables with its taste and naturalness, will add healthy practicality to every recipe and legume dishes from salad to appetizer, pilaf to soup.

Duru Bulgur, who made a name for itself with its investments in innovation and R&D, brought its new innovative product, Duru Pratik, to the consumer. Duru Pratik, which cares about time, health and taste, and is planned as a time-saving product for people who work at an intensive business pace, has 4 types of products, boiled black-eyed beans, boiled red beans, boiled beans and boiled chickpeas.

Eat healthy with Duru Pratik at your busy work schedule!

Duru Bulgur Food Engineer Ece Duru stated that Duru Pratik is a new product for both the market and the consumer, said: "Busy business life drags people to prepared food, fudge. This causes unhealthy nutrition. Duru Pratik is a product that will meet our consumers' delicious, healthy, natural and basic nutritional needs in a short time. The special packaging we use makes Duru Pratik reliable for our consumers".

Hundreds of recipes have been tried

Emphasizing that they want to produce a healthy, natural and practical product for a long time, Ece Duru continued her words as follows: "While producing a delicious product, it takes time and research to produce a product with long shelf life and a healthy, natural content. In addition to all these, it is very important to offer innovative products to the consumer. Hundreds of recipes were tried in the laboratory. After our recipe was completed, the process of transition of the product to the serial production began. All processes of Duru Pratik products were completed in 2 years."

Completely natural ingredients

Emphasizing that Duru Pratik products are completely natural, Duru said: "The products contain only dried legumes, water and salt. Products are cooked in their

own water with their own packaging and sterilized. Sterilization takes place at high temperatures and in a short time, and a product with a long shelf life is obtained. We can also use the juice of the products in meals. During cooking, we also use the nutrients that pass into the water from the products.”

Expressing that the packaging they use in Duru Pratik products is also very special, Ece Duru said: “Duru Pratik packaging is Bpa free packaging. In other words, like other canned products, Bisphenol A (Bpa) chemical does not pass to the product during sterilization. It also does not contain an aluminum layer. The packaging is both easy to open and healthy.”

It is produced by preserving natural taste

A special investment was made for Duru Pratik. Preserving the nutritional values of legumes in the production process is a very important detail. Pulses are packed without losing the completely natural production process. Sterilization at high temperatures and in a short time preserves the natural taste of the product. Thus, just like homemade taste comes to our tables.