



PRESS RELEASE

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Intense interest in Duru Bulgur flavors in the Far East

Duru Bulgur products, which were represented in Foodex Japan 2019, one of the most important food fairs in the world, received great acclaim in the Far East. Introducing the traditional and innovative flavors of Turkish bulgur, Duru Bulgur received full marks from the exhibitors.

Duru Bulgur, aiming to bring the bulgur to the table in the healthiest way and to present it to the world cuisines, attracted great attention in Foodex Japan 2019, one of the largest food fairs in the world, with a variety of delicious products.

More than 80 thousand visitors from 95 countries attended Foodex Japan 2019 held in Chiba, Japan on March 5-8. In Foodex, one of the largest international food and beverage fairs in the world, there were many companies operating in the international food and beverage production sector.

Duru Bulgur, which previously attended Foodex in 2014 and 2015, was highly appreciated by tasting activities at the booth. In Japan, which meets most of its food needs with imports, Duru Bulgur products received full marks from visitors this year as in previous exhibitions.

Duru Bulgur, which differentiates itself with its innovative product range, presented Duru Bulgur, Duru Bakliyat, Duru Dual and Duru Pratik products at the booth, also undertook an important task in promoting Turkish bulgur to the world.

A culinary event where Turkish food culture was introduced was also held at the Foodex Japan 2019 Turkey pavilion. Famous Turkish Chefs Maksut Aşkar and Yılmaz Öztürk prepared menus suitable for Japanese tastes with Turkish flavors at the Turkey pavilion during the Foodex Japan 2019 Fair and offered them to the exhibitors. Japanese interest in Turkish chefs tasting activities was intense.