



PRESS RELEASE

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Full marks to Duru Bulgur from South Korea

Duru Bulgur products, which were introduced in SFH Seoul Food & Hotel 2019, one of the most important food fairs in the world, received great acclaim in the Far East.

Duru Bulgur, aiming to bring the bulgur to the table in its healthiest form and to bring it to the world cuisines, attracted great attention at SFH Seoul Food & Hotel, one of the world's largest food fairs, with its delicious product range.

Duru Bulgur met with food and beverage manufacturers, importers and participating companies at SFH Seoul Food & Hotel 2019, the international food and hospitality fair held in Seoul, the capital of South Korea in May. Duru Bulgur organized tasting events at its stand at the 13th of fair this year. At the fair, Duru Bulgur's Başbaşı (extra extra coarse bulgur) and Köftelik bulgur (fine bulgur) , Duru Dual, Duru Pratik, Duru Lival products were introduced to visitors and exhibitors.

Especially in the Duru Bulgur booth, where South Koreans showed great interest, visitors were offered bulgur flavors. The most popular Duru Bulgur flavors of the fair are: Bulgur salad, fruit bulgur salad, plain bulgur pilaf, bulgur pilaf with vegetables, bulgur pilaf with tuna fish, bulgur pilaf with beans, bulgur pilaf with corn, bulgur pilaf with mushrooms, bulgur pilaf with almonds, red bean salad, chickpea salad.

Duru Bulgur Food Engineer Ece Duru, who made an evaluation about the fair, underlined that SFH Seoul Food & Hotel Fair created a valuable experience environment for them to promote Turkish bulgur and increase brand awareness. Ece Duru said; "We strive to attend in all international fairs to realize the mission of promoting the bulgur, which is the national product of our country, in many countries of the world. SFH Seoul Food & Hotel Fair was very productive for us in this sense. The South Koreans gave the Duru Bulgur flavors they experienced at our stand full marks."