



PRESS RELEASE

March 11,2019

The Most Innovative Healthy Food Award was given to Duru Bulgur.

Duru Bulgur, which attended the Dubai Gulfood Fair, one of the most important fairs of the food industry, was awarded the most innovative product in the Healthy Food category with its Duru Lival Chia Open & Add product. Food Engineer Ece Duru, responsible for R&D, received the award from Duru Bulgur.

Duru Bulgur, attending Dubai Gulfood Fair, one of the most important food fairs in the world, brought its wide product range and superior flavors to the exhibitors.

The tasting activity of Duru Bulgur attracted great attention at the fair. Fruit salad with Başbaşı (extra extra coarse bulgur), bulgur salad, pilaf varieties, white beans and other pulses salads received full marks from the visitors. Adopting the understanding that everything can be done with bulgur, Duru Bulgur's salads and pilafs with bulgur are especially appreciated. Duru Bulgur, which makes production in special stone mills using only water and wheat in completely natural conditions, will continue its new country initiatives.

Award to Duru Bulgur

Gulfood Innovation Awards found their owners this year. The products were meticulously evaluated by the leading leaders of the food industry in the competition, in which 300 products took place in 12 different fields. Duru Bulgur took part in important innovations section of pulses product group with its newly developed Duru Pratik product group. Duru Lival has been awarded the most innovative product in the Healthy Food category with its Chia Shots product. Food Engineer Ece Duru received the award on behalf of Duru Bulgur.

More than 5 thousand companies participated in the fair, which was held in February, in many categories including beverages, milk and dairy products, oil, meat and poultry, legumes, cereals, and healthy foods. The fair was visited by 98 thousand visitors from 193 countries.