

# Kervan Gıda Booklet

# 20

# 25



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# About Us

Kervan Gıda Sanayi ve Ticaret A.Ş. (*Kervan Food Industry and Trade Inc.*), Türkiye's largest manufacturer of soft candies, was established in 1994.

Continuing its journey with an innovative and global vision, Kervan Gıda operates in production facilities spanning a total of 116,000 m<sup>2</sup>, located in Akhisar, Tire, Poland, and Egypt. Exporting its products to 85 countries, Kervan Gıda reaches millions of consumers around the world. With sales offices in the USA, the UK, Germany, and France, Kervan Gıda brings happiness to 2 million people every day. Having the highest soft candy production capacity in Türkiye, Kervan Gıda entered the jelly production market under the Bebeto brand and has continuously expanded its product portfolio with investments in licorice and marshmallow products. Most recently, it added freeze-dried products to its range. Kervan Gıda rose from 57th to 56th place on the "Global Top 100 Candy Companies 2024" list, further solidifying its leadership in the sector by ranking among the top 5 companies in its category.



## Dear Stakeholders,

With our production facilities in Türkiye, Poland, and Egypt, we take pride in touching the lives of millions of people across more than 85 countries. Guided by our focus on sustainability and a respectful approach to nature, the environment, and people, we continue to strengthen our R&D investments to offer healthy and natural products.

Through our solar energy investments and packaging reduction projects, we are working towards achieving zero carbon emissions. By raising sustainability standards across our supply chain, we are creating an environmentally friendly and sustainable value chain, while also enhancing efficiency through ongoing digitalization efforts.

All these initiatives are carried out with the goal of adding value to the environment, society, and the economy. We extend our sincere thanks to everyone who has contributed to these efforts.

**İdris Can**  
General Manager





## Our Mission

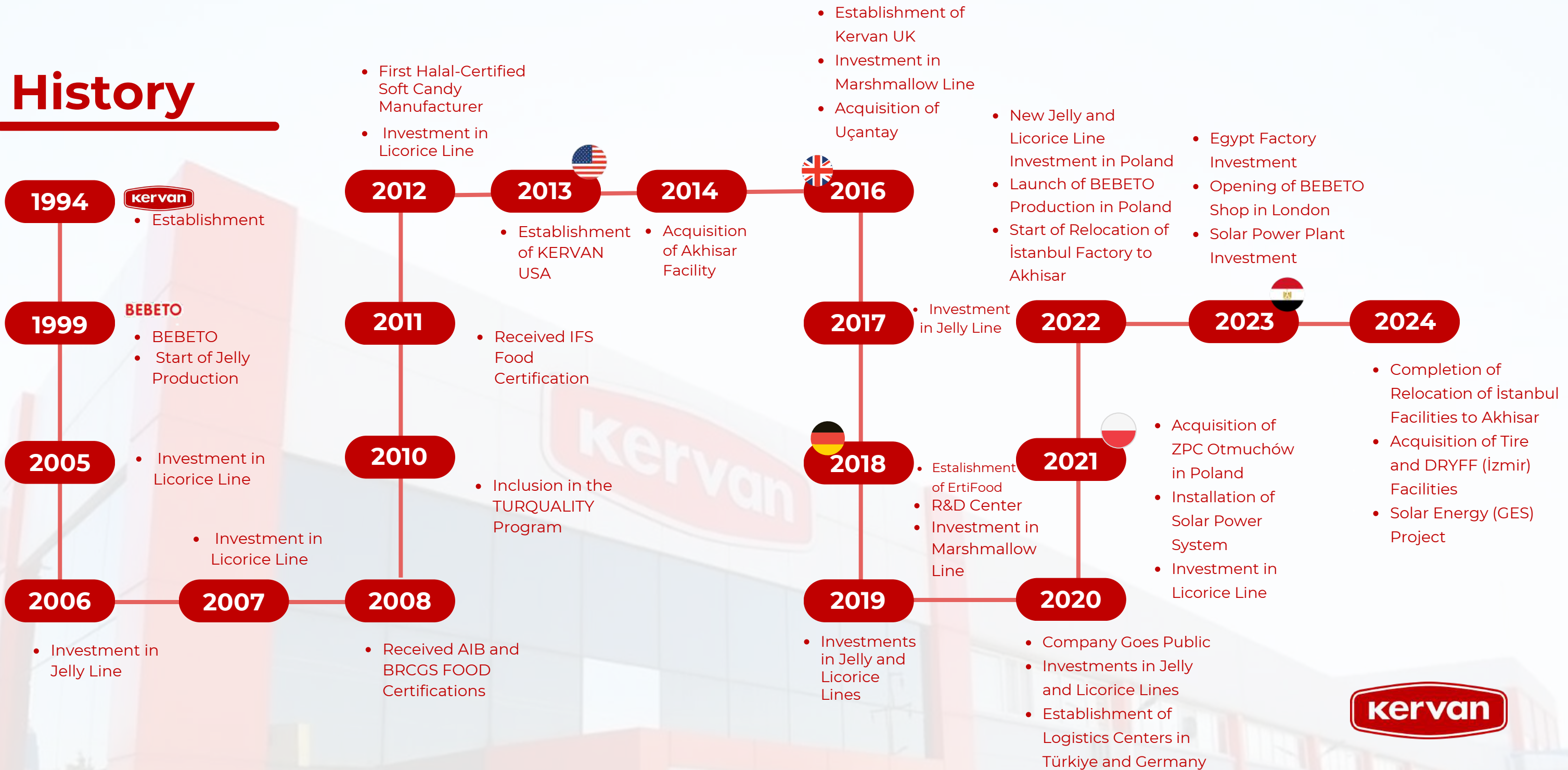
Our mission is to be an innovative food company that benefits society and offers products people can consume with confidence.

## Our Values

- Striving for excellence
- Taking ownership
- Embracing innovation
- Earning trust
- Staying curious



# History



# Kervan Around the World

Exporting to 85 Countries  
Across 6 Continents!



Among the Top 5  
in the World



Over 3,000  
Employees



116,000 m<sup>2</sup>  
Production Area



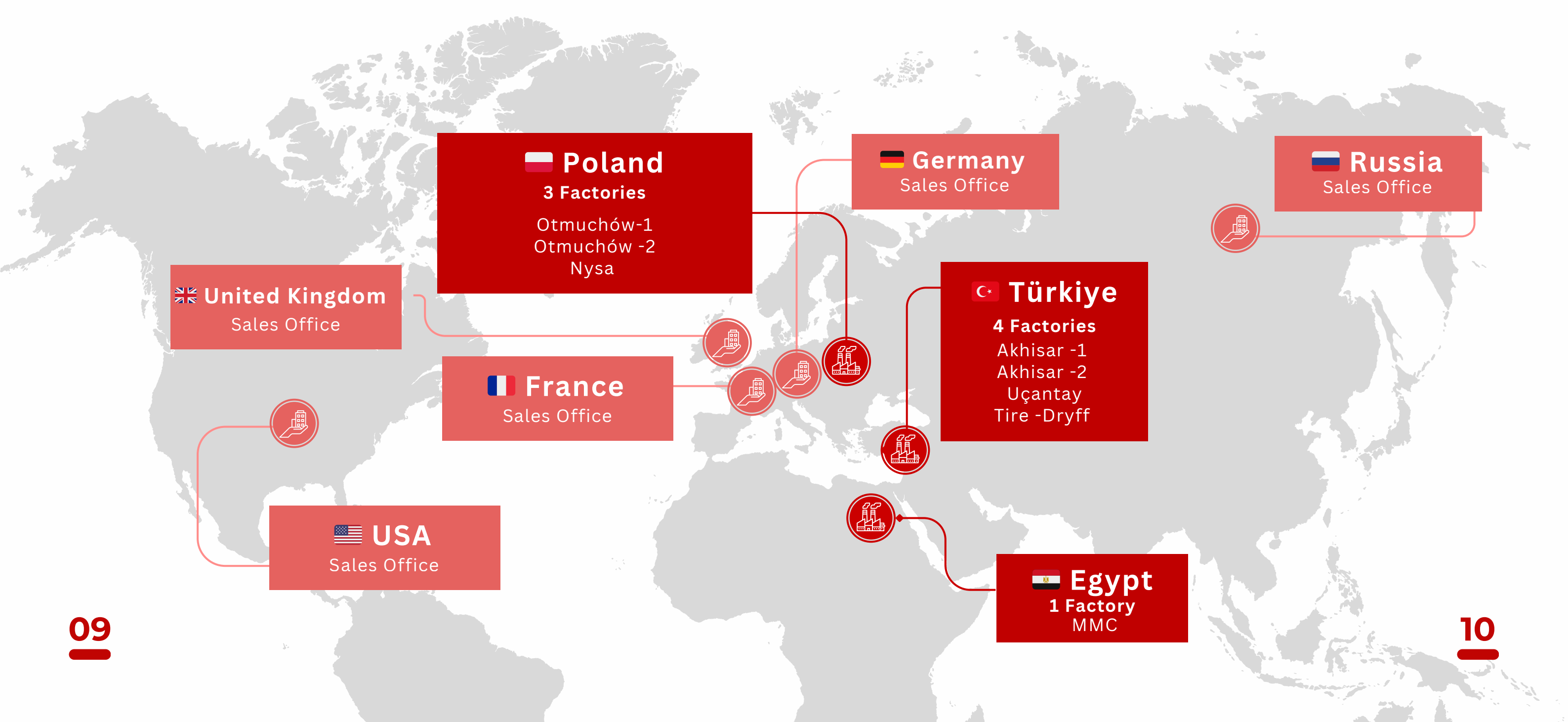
130,000  
Tons



8  
Factories



Highest Soft Candy  
Production Capacity



# Achievements

Placed 265th in the Fortune 500 Türkiye Study, which ranks the 500 largest companies in Turkey, with net sales of 8.2 billion TL.



Positioned 56th in the Global Top 100 Candy Companies ranking.

Placed 95th among the top companies with the highest export growth, reaching 6.3 billion TL.



Included in the Top 500 Companies in Türkiye list at 372nd place.

Listed 47th in the Brand Finance Türkiye's 125 Most Valuable Brands report.



Took 365th place in the Capital 500 list.





# Global Confectionery Industry

Türkiye's Highest Soft Candy Production Capacity



Ranked Among the Top 4 in the Global Confectionery Industry!

- 1) \*\*\*\*\*
- 2) \*\*\*\*\*
- 3) \*\*\*\*\*
- 4) Kervan



# Latest News

## A Crispy New Delight from Bebeto: Freeze Crunchy, with the Freeze-Drying Method

Bebeto, the brand of Kervan Gıda (Kervan Food Industry and Trade Inc.), Türkiye's largest soft candy producer, is set to make a difference in the sector with its new products created using the freeze-drying method.

Bringing joyful and flavorful treats to consumers, Bebeto continues to brighten the confectionery world with a new product line full of delicious, fun, and colorful candies for both children and adults.

Bebeto's newest product, "Freeze Crunchy Peach Rings", is enriched with peach flavor and produced through freeze-drying. These playful rings in red, orange, and yellow, offer a burst of fruity fun.

Another exciting flavor, Freeze Crunchy Watermelon, stands out with its vibrant red and green colors — an ideal choice for those looking to enjoy a fresh-tasting candy experience.

Also in the lineup is Freeze Crunchy Marshmallow, featuring shades of blue, pink, yellow and white that appeal to the eye, while its vanilla aroma wins over hearts with every bite.

By freeze-drying soft candies, Bebeto introduces a tastier and crunchier new world of treats. Explore the innovative world of Bebeto now!



**EVERYONE  
DESERVES  
A CRUNCHY  
JELLY  
MOMENT**



# 2023 & 2024 Investments

## Solar Energy Project Completed

- Construction of a solar power plant with an annual capacity of **25 MW** was **completed**
- The facility **became fully operational** as of August 2024.



## DRYFF İzmir Tire

- We acquired **100%** of DRYFF Dried Food Industry in İzmir.
- A **nominal investment of 2.5 million TL** was made.



## Akhisar 2 Facility Opened

- All production operations were relocated to our **new facility in Akhisar**, a logistically strategic city on the western coast of Türkiye.



## 🇫🇷 New Sales Office in France

- Our fifth international office was opened in **France**.
- Established in Paris with a capital of **100,000 euros**



## 🇪🇬 Egypt Factory Launched

- Investment decision made and a local **company established**.
- Production plant and infrastructure were completed.
- Licorice and Jelly lines became operational.
- Production and sales have started.



## 🇺🇸 Warehouse Project Started in the USA

- A **new project** was initiated to build an **8300 m²** warehouse **in the USA**.





# Focus Areas





# Social Responsibility Projects



Coastal Clean-Up in  
İzmir and İstanbul



Mitat Başar – Kervan  
Gıda Memorial Forest



Animal Shelter Visits  
in Akhisar,  
Beylikdüzü, and  
Büyükçekmece





# daha iyi yarınlar için bugünü koru

At Kervan Gıda, our sustainability vision is built upon fulfilling our environmental, social, and economic responsibilities with awareness toward the planet and future generations.

Accordingly, we aim to:

- Raise environmental awareness
- Support employee development
- Adopt sustainable production models and use resources efficiently

## Main Objectives

### Protecting the Environment

- Comply with environmental management standards
- Reduce the impacts of climate change
- Minimize the environmental impact of our value chain

### Promoting Social Development

- Strengthen our employer brand value
- Support the empowerment of our value chain and contribute to social development
- Ensure stakeholder engagement and collaboration

### Aligning with Corporate Governance Principles

- Reduce corporate risks through effective policy and goal management
- Ensure business continuity and enhance efficiency through digital transformation
- Support innovation and R&D in sustainable production and healthy products



## Energy, Water and Waste Management

### Using Our Resources More Efficiently

We develop efficiency-focused projects to improve energy efficiency across all our processes, reduce water consumption and waste generation, and contribute to climate change mitigation.

By optimizing waste management and recycling processes, we implement practices to reduce waste at its source and minimize environmental impact. We support the transition to renewable energy by increasing the use of renewable sources and developing cost-effective projects to combat climate change, including solar and wind power alternatives.

We also redesign packaging materials to use recyclable and sustainable alternatives with a circular economy approach.

## Carbon Footprint and Net Zero Goals

### Working Toward a Net-Zero Future

Over the past two years, we have measured our carbon footprint and taken action to combat climate change. In 2024, we defined our net-zero roadmap and set emission management targets. We are working to continuously reduce our environmental impact through projects aligned with TSRS and GRI standards.





# UÇANTAY - A BRAND BRIDGING TRADITION AND THE FUTURE

Unlike many companies operating in other parts of the world, the Candy Toy industry holds a much deeper meaning for us—because it was our ancestors who introduced this joyful tradition to the world and to children! As early as the 14th and 15th centuries during the Ottoman Empire, various fruits were already being used in candy making. Within the grand Ottoman Palace Kitchens, a dedicated division known as the Helvahâne-i Hassa Ocağı was responsible solely for producing sugar and confections. During festivals and public celebrations such as weddings or circumcision ceremonies, sweets played a central role in rituals like “çanak yağması” (ceremonial food sharing) and “şeker alayı” (candy parades). In these parades, intricately crafted sugar figures shaped like animals, plants, or everyday items were distributed to the public—especially children—turning the practice into a cherished tradition. Foreign military attachés and ambassadors were often present at such events. The uniquely shaped hard candy figures they encountered in Istanbul were later replicated across Europe—in countries like Germany, the Netherlands, Belgium, and France. By the 18th century, especially through the craftsmanship of German and Austrian candy makers, these treats gained popularity in the United States. Transparent, glass-like sugar molded into flowers, animals, soldiers, clowns, and Santa Claus figures captured the imagination of children. Over time, this product category came to be known as “Clear Toy Candy.” In the Ottoman era, sweets were not just for celebrations—they held ceremonial significance as well. During the ulufe distribution ceremonies, where salaries were ceremonially handed out to the Janissaries and esteemed officials, candy was served alongside. The firm texture and vibrant colors of these candies were said to symbolize the power and prestige of the state. Consuming these candies was considered a silent oath of loyalty—an unspoken pact confirming one’s commitment to the empire. Though undocumented, these ceremonial offerings carried the weight of tradition and agreement. This is precisely why these candies came to be known as “Akide Şekeri”, a name rooted in the Arabic word “aqd”, meaning contract or bond. Akide candies, with their symbolic meaning and heritage, have endured through generations. Among all Ottoman confections, one sweet stands out for its fame and symbolism—Rahat-ı Halkum, which translates as “comfort for the throat.” Known worldwide today as Turkish Delight (Lokum), it remains one of the most iconic and beloved gifts of Turkish culinary culture.

The sector we operate in—Candy Toys, as it is known internationally—holds a highly strategic and important place as a unique category. Due to the widespread shopping mall culture that has emerged globally in recent years, toy stores have largely withdrawn from high street retail. As a result, in many countries—including our own—children and the parents who want to make them happy can no longer access toys at reasonable prices. What makes the COSBY brand especially valuable in this sector is the fact that our products are offered at affordable shelf prices and are easily accessible at numerous sales points, including chain supermarkets and traditional corner stores.

As the first brand in its industry to be included in the Turquality Branding Program, COSBY proudly works to bring Türkiye’s production excellence to the global candy toy market. Backed by advanced technology, the support of our government, and the dedication of our valued team, we are committed to introducing the world to Türkiye’s authentic offerings—such as organic dried figs and apricots, as well as traditional delights like Turkish Delight (Lokum) and Akide Candy.

## OUR BRAND STORY

### A RISING VALUE IN THE TOY CANDY INDUSTRY: UÇANTAY

As you may know, our brand name holds deep historical and cultural significance, resonating with many civilizations across time. While commonly associated with the Pegasus from Greek mythology, its roots trace back to something even older—the legendary winged horses described in the epic Manas of the Kyrgyz people, known as the Uçan Taylar (Flying Colts). In Central Asia and the Caucasus, these mythical steeds are referred to as Tulpar—heroic and swift horses ridden by brave warriors. According to ancestral beliefs, Tulpars run faster than the wind with their wings, which only reveal themselves in moments of darkness, when facing great obstacles or traversing vast distances.

As a world and as humanity, we are all going through challenging times. In business, it has become increasingly difficult to manage costs, price products accurately, and maintain healthy relationships with customers. These are, indeed, dark times... and that means—it is Tulpar's time. It is Uçantay’s time. It is our time.

Each one of us is a hero, a commander of this company. We operate in a sector that originated in the 15th century within the kitchens of the Ottoman Palace, where confectioners would pour sugar into wooden molds carved in the shapes of plants, animals, and human figures. This tradition, once known as Toy Candy, gradually spread across the world and has evolved into what we now call **Candy Toys**.

As Uçantay Gıda A.Ş., our historical awareness drives us not only to preserve this cultural heritage but to elevate our domestic leadership to a global scale. Becoming a worldwide leader in the toy candy sector is both our promise to our ancestors and our unwavering mission for the future.







## WHERE SHOULD COSBY-BRANDED PRODUCTS BE PLACED

Products sold in supermarkets are displayed on different shelves depending on factors such as “storage conditions”, “consumer habits”, and “sales velocity related to product characteristics”.

When it comes to storage-based categorization, we can take shelf-stable dry foods and legumes as an example—products that do not require refrigeration are not displayed in the same sections as those like yogurt or cheese, which must be kept cool. Similarly, frozen products requiring deep-freeze storage are not placed alongside dairy products such as yogurt and cheese, but rather in freezers specifically designated for frozen items.

According to consumer habits, frequently consumed essential items are often displayed in highly visible areas that attract customer attention. If a store has limited space and a single entry/exit point, the placement strategy becomes even more important. For example, a bread display should not be located deep inside the store or in a corner. Instead, it should be positioned along the route to the cash registers, giving customers the opportunity to encounter a wide variety of other products along the way.

If the store has a larger floor area and separate entrance and exit doors, the bread display should be positioned as close as possible to the entrance. This way, customers who come in to buy bread will have the opportunity to see all other products as they make their way toward the checkout.

The core principle behind merchandising and display strategies is to position products—especially those not included on the customer's shopping list—at eye level for the target audience, segmented by age, gender, and other demographic factors, in a way that encourages impulse purchasing.

As is well known, Cosby-branded products primarily appeal to young children and are typically not included in shopping lists prepared for weekly household or family needs. However, they naturally attract the attention of our young consumers who accompany their parents during grocery shopping. When such products are placed near the entrance, parents who wish to shop comfortably inside the store often allow their children to grab and play with these toy-like items. While this may seem harmless, it frequently leads to products being carried around the store without being purchased, placed on the wrong shelves, and—more importantly—to damaged packaging and deformation of toy components. As a result, the rate of returns increases, even though the products have not passed their expiration date.

To reduce return rates and increase checkout conversions, Cosby-branded products and their display stands should be placed near the checkout and payment areas, as opposed to the bread section.



Business Partners



Certificates



# Products

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## Jelly



BEBETO FUN  
COLA 80 G JELLY



BEBETO PEACH  
RINGS 80 G JELLY



BEBETO CUTE  
BEARS 80 G JELLY



BEBETO COLORFUL  
WORMS 80 G JELLY



BEBETO BERRIES  
80 G JELLY



BEBETO CHERRY  
80 G JELLY



BEBETO ICE  
CREAM 80 G  
JELLY



BEBETO SWEET  
FRUITS 80 G  
JELLY



BEBETO OCEAN  
80 G JELLY



BEBETO DRACULA  
VAMPIRE TEETH  
80 G SOFT CANDY



Jelly | Tubs



BEBETO  
WATERMELON



BEBETO  
JELLY GUM



BEBETO  
STRAWBERRY



BEBETO  
BERRIES

Jelly | Stand-Up Pouch



BEBETO  
WATERMELON  
JELLY GUM



BEBETO  
PEACH RINGS  
JELLY GUM



BEBETO  
GRAPE  
JELLY GUM



BEBETO  
SOUR  
WORMS

Fruit Snack

BEBETO FRUIT SNACK



BEBETO FRUIT HEARTS



# Thematic Products



BEBETO  
WITCH JELLY GUM



BEBETO  
PIZZA + COLA



BEBETO HOT DOG



BEBETO  
HAMBURGER



BEBETO  
BURGER XS



BEBETO  
COBRA X



BEBETO  
VAMPIRE  
TEETH



BEBETO  
ICE CREAM



# Cool Beans



BEBETO  
COOLBEANS  
SOUR MIX



BEBETO  
COOLBEANS  
TROPIC MIX



BEBETO  
COOLBEANS  
BERRY MIX

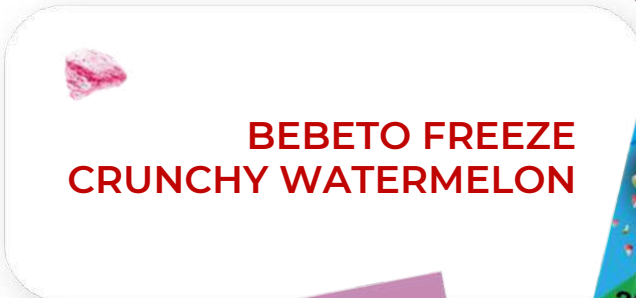




# Freeze Crunchy



BEBETO FREEZE CRUNCHY PEACH RINGS



BEBETO FREEZE CRUNCHY WATERMELON



BEBETO FREEZE CRUNCHY MARSHMALLOW



# Jelly



BEBETO PICK & MIX PARTY PACK



BEBETO STAR CAKE GUMMY CANDY



# Licorice



BEBETO SOUR STICKS COLA



BEBETO SOUR STICKS MIX FRUIT



BEBETO SOUR STICKS WATERMELON



BEBETO SOUR STICKS APPLE



BEBETO SOUR STICKS STRAWBERRY





# Licorice -Spaghetti



BEBETO SPAGHETTI  
HAPPY LACES SOUR  
BLUE RASPBERRY



BEBETO SPAGHETTI  
HAPPY LACES SOUR  
RAINBOW



BEBETO SPAGHETTI  
HAPPY LACES SOUR  
RAINBOW



BEBETO SPAGHETTI  
HAPPY LACES  
SOUR APPLE



BEBETO SPAGHETTI  
HAPPY LACES  
SOUR COLA

# Licorice



BEBETO WACKY  
STICKS STRAWBERRY  
PENCILS



BEBETO WACKY STICKS  
FIZZY STRAWBERRY  
PENCILS



BEBETO WACKY  
STICKS BANANA  
RASPBERRY PENCILS



BEBETO WACKY  
STICKS MIX FRUIT



BEBETO WACKY  
STICKS FIZZY  
STRAWBERRY



BEBETO WACKY  
STICKS FIZZY APPLE



# Licorice -Spaghetti

# Licorice



BEBETO WACKY STICKS MIX FRUIT



BEBETO WACKY STICKS FIZZY RASPBERRY



BEBETO HAPPY LACES RAINBOW



BEBETO HAPPY LACES FIZZY STRAWBERRY



BEBETO WACKY STICKS STRAWBERRY PENCILS



BEBETO DOUBLE JOY PINEAPPLE & PEACH



BEBETO HAPPY LACES FIZZY BLUE RASPBERRY



BEBETO HAPPY LACES FIZZY STRAWBERRY



BEBETO SUPER BELT FIZZY MIX FRUIT



BEBETO HAPPY LACES MANDARIN AND RASPBERRY



BEBETO FRUITY TWISTED FRUIT MIX



BEBETO SUPER BELT FIZZY STRAWBERRY



BEBETO SUPER BELT FIZZY RASPBERRY



BEBETO SUPER BELT FIZZY APPLE



# Licorice Prepacks



BEBETO GIANT GUMMY CANDY



BEBETO STRAWBERRY TRUNKS



BEBETO STRAWBERRY LACES

# Marshmallow



BEBETO CLOUD MALLOW 60 G MARSHMALLOW



BEBETO RAINBOW TWIST 70 G MARSHMALLOW

# Seasonal



BEBETO SPOOKY MIX



BEBETO MONSTER SPAGHETTI



BEBETO GUMMY BRAINS



BEBETO FIZZY FANGS



BEBETO SPOOKY MIX



BEBETO HALLOWEEN



BEBETO MINI BEARS



BEBETO TRICK & MIX PARTY PACK



BEBETO MIXED FRUIT FLAVORED



BEBETO TRICK OR TREAT



BEBETO BEARS



Gums



TOP SHOCK  
WATERMELON  
BUBBLE GUM



TOP SHOCK  
TENNIS BALL  
BUBBLE GUM



TOP SHOCK  
WATERMELON  
BUBBLE GUM

SUPER LONG BUBBLE GUM



BEBETO  
SUPER LONG  
BUBBLE GUM



BEBETO  
SUPER LONG  
BUBBLE GUM



BEBETO  
SUPER LONG  
BUBBLE GUM



BEBETO  
SUPER LONG  
BUBBLE GUM



BEBETO  
FRUIT SNACK

Hard Candies



MOJILOLLI XL  
FLAVORED HARD  
CANDY



MOJILOLLI XL  
FLAVORED HARD CANDY



MOJILOLLI XL  
FLAVORED HARD CANDY



# Sunkist



SUNKIST FRUIT BITES



SUNKIST FRUIT GUMMIES



SUNKIST FRUIT GUMMIES



SUNKIST FRUIT BITES



SUNKIST FRUIT GUMMIES



SUNKIST FRUIT BITES



SUNKIST FRUIT BITES



FRUIT BITES



CRAYOLA SOUR NEON WORMS



CRAYOLA RAINBOW BELT



CRAYOLA ASSORTED GUMMIES



CRAYOLA FRUIT SNACKS



CRAYOLA SOUR RAINBOW BELTS



CROYALA GUMMIES



CRAYOLA SOUR NEON GUMMIES



OTC Türkiye



FREE YU KIDS  
MULTIVITAMIN  
MINIBOOST



FREE YU  
MULTIVITAMIN  
GUARANA ENERGY



FREE YU KIDS  
SAMBUCUS  
IMMUNITY



FREE YU  
HSN BEUTY



FREE YU KIDS  
COGNIZIN  
CITICOLIN FOCUS



FREE YU  
D3 VITAMIN



FREE YU  
COLLAGEN  
BEAUTY

Dollar Tree -USA



COASTAL BY  
CONFECTIONS  
GUMMY BEARS



COASTAL BY  
CONFECTIONS  
WATERMELON  
WEDGES



COASTAL BY  
CONFECTIONS  
GUMMY WORMS



COASTAL BY  
CONFECTIONS  
PEACH RINGS



# Cosby Toys and Chocolates



COSBY SUPRISE EGG MIX



COSBY FUN MAXI



COSBY SUPRISE EGG



BEBETO PEACH RINGS 80 G JELLY  
PRODUCT CODE: 13041548



BEBETO CUTE BEARS 80 G JELLY  
PRODUCT CODE: 13041547



BEBETO COLORFUL WORMS 80 G JELLY  
PRODUCT CODE: 13041546



COSBY FUN EGG



COSBY CANDY TOYS



COSBY UMBRELLA CHOCOLATE

# Walmart - USA



GUMMY BEARS



PEACH RINGS



GUMMY SOUR WORMS



GUMMY WORMS



GUMMY WORMS



GUMMY BEARS



GUMMY BEARS & WORMS



ALDI - UK



THE FOODIE MARKET DINO GEMS



THE FOODIE MARKET DINO TAILS



DOMINION FLIX & MIX



ASDA PICK 'N' MIX



ASDA SUPER SOUR SNAKES

ASDA - UK




ASDA STRAWBERRY LACES




ASDA RAINBOW BELTS



ASDA COLA WANDS



ASDA FIZZY COLA



ASDA CHERRY JELLIES



ASDA FIZZY BUBBLEGUM



ASDA DESSERT FLAVOUR CABLES



ASDA FIZZY RAINBOW BELTS




ASDA STRAWBERRY FLAVOUR LACES




ASDA STRAWBERRY FLAVOUR CABLES



ASDA FIZZY STRAWBERRY FLAVOUR WANDS



ASDA RAINBOW LACES



ASDA COLA FLAVOUR WANDS



# FROOT LOOPS -USA



FROOT LOOPS GUMMIES



FROOT LOOPS GUMMIES



STAR WARS MANDALORIAN GUMMIES & 5 GAMES



FROOT LOOPS GUMMIES



FROOT LOOPS GUMMIES



FROOT LOOPS GUMMIES



FROOT LOOPS GUMMIES



# B&M - UK



MOVIE MIX



TANGY MIX



PICK N MIX