



Market

In Turkey, Turkish coffee is drunk after breakfast or lunch to avoid lethargy and to add liveliness to gatherings. Turkey's largest producer of Turkish coffee, Kurukahveci Mehmet Efendi is available in over fifty countries outside of Turkey, including the U.S., Russia, France and New Zealand.

Established in 1871 and the leader in Turkey's Turkish coffee market, it also has the distinction of being the most familiar Turkish coffee brand worldwide.

Achievements

The logo, designed in 1932 by renowned graphic artist İhap Hulusi Görey, has become a symbol not only for the Kurukahveci Mehmet Efendi brand but for Turkish coffee itself and has played an important role in the survival of Turkish coffee's unique identity and tradition.

The quality of the coffee was made official in the 1930's with awards from both Turkey and France. So devoted has the company remained to its quality that its most important duty today is that of "cultural ambassador" a duty it carries out with pride. For years, Kurukahveci Mehmet Efendi has served Turkish coffee to participants and guests of fairs and festivals at home and abroad, a practice which it continues to this day.

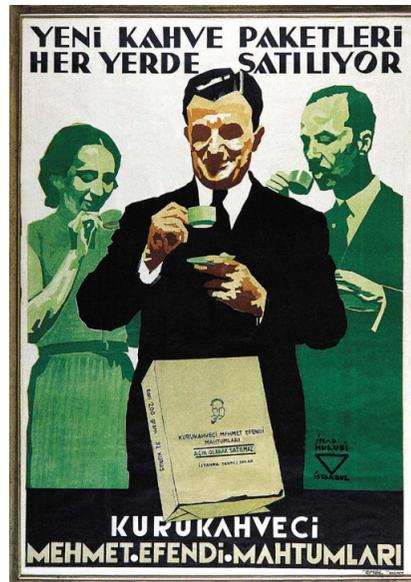
Fairs where the company has presented the history of Turkish coffee and its place in our culture include: 2nd Turkey Platform - Brussels (2002); 5th Library and Information Convention - Leipzig (2014); Chinese Culture Industry Fair - Shenzhen, China (2013); 21st International Book Festival - Budapest (2014); 43rd World Beekeepers Union Convention - Kiev, Ukraine (2013); AIESEC - İstanbul, Turkey (Anatolia Congress / 2002); Arabian Travel Market - Dubai (Tourism Fair / 2013); European Parliament - Strasburg (Open Door Days / 2002); Abu Dhabi, UAE (Tourism Fair / 2014); BIT - Milan (Tourism Fair / 2014); BTC - Florence (Tourism Fair / 2003); CONFEX - London (Tourism Fair / 2004-2008); EIBTM - Barcelona (Tourism Fair / 2006-2012); EIBTM - Geneva (Tourism Fair / 2002-2003); EXPO 2010 - Shanghai (Turkish Pavilion / 2010); FITUR - Madrid (Tourism Fair / 2006-2014); FOODEX - Tokyo (Food Fair / 2003); Season of Turkey in France Events (2009-2010); "Come, Let's Get Acquainted" Coffee Festival - Tokyo (2014); Traveling Turkish Coffee House, American Tour (2012); Traveling Turkish Coffee House, European Tour (2013); GIBTM Tourism and Meetings Exhibition - Abu Dhabi, UAE (2012); IMEX - Frankfurt (Tourism Fair / 2003-2013); IMEX - Las Vegas (Tourism Fair /

2011-2012); IT&ME - Chicago (Tourism Fair / 2003); ITB - Berlin (Tourism Fair / 2000-2014); "İstanbul the Magnificent" Food Fair - France (2006); Peking Book Fair - China (2014); Turkish Festival - Chicago (2003-2008); Turkish Festival - Washington DC (2014); Turkish Cultural Heritage Month activities - Washington DC (2014); Turkish Products Week, Harrods - London (2003); International Book Fair - London (2013); International Tourism Fair - Utrecht (2006-2008); UNESCO 3rd Round Table Meeting - İstanbul (2002); Vienna Traditional Coffee Ball - Vienna (2008); WTM - London (Tourism Fair / 2007-2008).

History

Treating coffee production as an art since 1871, Kurukahveci Mehmet Efendi continues to pass the mastery, knowledge, experience and subtlety of this craft from father to son, master to apprentice. Working with the goal of passing the Turks' gift to the world, Turkish coffee, to generations to come, the company is devoted to ensuring the same quality and enjoyment in every sip.

Until the late 19th century, Turkish coffee was sold as green coffee beans, and had to be roasted in coffee pans at home, then ground in a manual coffee grinder. Mehmet Efendi, who began working in his father's spice and green coffee shop after completing his studies, became its manager in 1871 and began offering it to his İstanbul customers already roasted, ground and packaged. As the bewitching scent of freshly roasted coffee began wafting through İstanbul's Tahmis Street, this innovation and the convenience it brought became quickly known, and he acquired the nickname



TÜRK KAHVESİ DENİNCE AKLINIZA KİM GELİYOR



1871'den beri kalitesini ve titizliğini hiç bozmadan evrimimize nefis Türk kahvesini getiren KURUKAHVECİ MEHMET EFENDİ, bugün 50'den fazla ülkede tüketiliyor. Kurukahveci Mehmet Efendi, Türklerin dünyaya armağan ettiği Türk kahvesini, her yurdunda aynı kalite ve keyifle dünyaya ulaştırıyor.

www.mehmetefendi.com

Kurukahveci Mehmet Efendi (Mehmet Efendi the Roasted & Ground Coffee Seller).

After their father's death in 1931, Mehmet Efendi's sons Hasan Selahattin, Hulusi and Ahmet Rıza took over their father's business.

In 1934, when Turkish citizens were required to adopt surnames, the family chose the surname Kurukahveci. Following Mehmet Efendi's death, his oldest son Hasan Selahattin (1897-1944) realized the importance of the foreign market, and began taking part in events worldwide. In this way, Turkish coffee began to be marketed as much abroad as it was at home.

Following the developing technology of the period, Mehmet Efendi's son Hulusi (1904-1934) launched mass production and their shop on Tahmis Street was replaced by the Art Deco style building by the renowned architect Zühtü Başar, which is still in use today.

In 1932, the outstanding graphic artist İhap Hulusi Bey drew an emblem, which still serves as the company's logo today.

After the untimely early death of Hulusi, the business was taken over by the youngest brother Ahmet Rıza Kurukahveci, who had received education abroad. Keeping abreast of developments worldwide, Ahmet Rıza took steps to advertise and modernize the company.

In this period, the company began distributing its coffee to grocery stores in parchment paper packages; this was yet another "first" in Turkey. In addition, the company disseminated its advertisements through posters and calendars, another great innovation at the time. During the same period, it began distributing coffee in special trucks in Turkey, and opened a branch on Sahne Street in Galatasaray.

After the death of Ahmet Rıza, the brand was passed on to the third and fourth generations after Mehmet Efendi.

The new coffee machines that were developed a century after the mortars and pestles in which Mehmet Efendi ground his coffee, turned Kurukahveci Mehmet Efendi into a constantly growing brand that brought Turkish coffee to millions of coffee lovers.

Exporting Turkish coffee to more than fifty countries today, the company continues its 145 year-old success story, combining traditional production with modern technology, and experience with innovation and quality. As time flies by, Kurukahveci Mehmet Efendi continues to produce delicious Turkish coffee with its generous head of foam, an irresistible pleasure for young and old, and anyone who values those moments that make life worth living.

Product

From buying the green beans to blending, roasting, grinding and packaging, coffee production requires its own mastery, knowledge, experience and delicacy. Choosing the best coffee beans requires a devotion to perfection; creating a balanced blend requires patience, and correct grinding demands meticulousness. These special formulas, the result of years of experience, are passed down from generation to generation.

Kurukahveci Mehmet Efendi's Turkish coffee, as well as its espresso and filter coffee, begins with carefully selected, high-quality Arabica beans. Specially designed roasting machines are used to bring out the specific local flavor of the beans. As the coffee is roasted in these machines, its quality and performance reaches its peak, creating the ideal blend and aroma profile. Ground and packaged in special containers with a combination of traditional mastery and care, together with advanced technology, the coffee retains its aroma and freshness for two years.

Recent Developments

Kurukahveci Mehmet Efendi's new administration building in Dudullu, İstanbul, designed by architect Haydar Karabey and completed in 2006 - the brand's 135th anniversary-maintains the brand's identity through its design, based on the Art Deco movement of 70 years ago. The production facility within the building is one of the world's most modern coffee facilities in the world today.

In 2012, food writer and researcher Aylin Öney Tan released her book, "A Cup of Turkish Coffee." Written for Kurukahveci Mehmet Efendi, the book tells the story of Turkish coffee culture.

Promotion

One of Turkey's first advertisers, Kurukahveci Mehmet Efendi was also one of the first companies to take steps toward branding. Supported by the visual language of 1930's advertising, it emerged as one of Turkey's first examples of graphic design, printed advertisements, outdoor advertising and POP material. Its stand designed for the Domestic Products

Exhibition in 1933, its decoration of the Opel truck distributing coffee in 1938, its first outdoor advertisement project in 1941, its calendar pads between 1930 and 1936, and its newspaper and magazine ads running from 1930-1936, were some of the brand's pioneering endeavors.

Other important factors in the Kurukahveci Mehmet Efendi brand's ability to stand the test of time were the timely steps by its managers, as well as their awareness of the importance of a visual identity, their sensitivity in creating a brand identity quickly, and the appropriate solutions created by their designers.

In 1993, brand new packaging material and an ideal presentation in line with the demands of the period were reinforced by a project to renew their visual identity and make it appropriate for all time. The emblem designed by İhap Hulusi was transformed into a logo in a new form linked to the company name by Bülent Erkmen, one of the foremost names in the national and international design world.

Today, in addition to its advertising, Kurukahveci Mehmet Efendi makes itself visible through promotional activities, supporting Turkish cultural life through its sponsorship of music and arts festivals.

These sponsorships include the 24th Kristal Elma Advertising Awards (2012); Dolmabahçe "Tüm Zamanların Hatınlara Sarayda Bir Fincan Kahve" exhibition (2011); EMITT Eastern Mediterranean International Tourism and Travel Fair (2005-2012); Garanti Anatolia Conferences Meetings (2012); Turkish Society of Graphic Designers (2008-2016); İstanbul International Music Festival - İKSV (2012) and İstanbul International Gastronomy Festival (2009-2012).

In addition to its sponsorships, Kurukahveci Mehmet Efendi serves as a volunteer cultural ambassador through its presentations on Turkish coffee at a variety of international events within Turkey.

Brand Values

For consumers, the Kurukahveci Mehmet Efendi brand symbolizes "delicious, high-quality Turkish coffee."

Working with its mission, "To bring delicious Turkish coffee to coffee lovers everywhere, and to introduce Turkish coffee to broad audiences worldwide with no compromise on quality," the company uses special technology and methods developed in the manufacturing process, quality oriented investments and research in order to present Turkish coffee's difference as well as its excellence.

Innovation is a part of Kurukahveci Mehmet Efendi's corporate culture, and keeps the brand young. This, along with its unchanging quality, maintains its high esteem in the eyes of its customers. Accepted as "one of us" by millions of customers of all ages, the brand is described with terms like "experienced, well established,

Kurukahveci Mehmet Efendi, Türk kahvesini 50'den fazla ülkeye ulaştırıyor. Dünyanın her yerinde bu kültürü doya doya yudunlamanıza sağlıyoruz.

www.mehmetefendi.com

Dünyanın pek çok ülkesinde sevdiğimiz Türk kahvesi içiliyor



trustworthy, innovative, a leader, modest, sincere, warm and likeable." With these characteristics, the brand stands as an enviable example internationally.

www.mehmetefendi.com

THINGS YOU DIDN'T KNOW ABOUT

Kurukahveci Mehmet Efendi

› Kurukahveci Mehmet Efendi was the first company to offer pre-roasted, ground, packaged and ready-to-consume Turkish coffee.

› Kurukahveci Mehmet Efendi was one of the first Turkish companies registered in the Turkish Chamber of Commerce and Industry.

› Kurukahveci Mehmet Efendi was one of Turkey's first advertisers.

› Tahmis (Kurukahveci) Street, where Kurukahveci Mehmet Efendi was first established, and now home to its main store, is the first "coffee street" in the world.

› One of the company's coffee mills, dating to the 1950's and still in use today, was made from the body of an old cannon.

› The technique for brewing Turkish coffee is the oldest in the world; it continues because of its soft, silky foam and because it remains on the palate longer than any other coffee.

› From 1955-1960 and again from 1977-1982, Kurukahveci Mehmet Efendi stopped importing green coffee beans because Turkey's lack of foreign exchange and had to halt production temporarily. But with the company's knowledge, experience, skill and sacrifice on the part of its family, it has managed to survive to the present. During this period, Kurukahveci Mehmet Efendi took responsibility for Turkish coffee culture, protected it, and kept coffee from disappearing. The brand's determination, enthusiasm, perseverance and persistency have brought Turkish coffee to the entire world.