



Market

Founded in 1871, Kurukahveci Mehmet Efendi is the first brand that comes to mind in Türkiye when Turkish coffee is mentioned.

Turkish coffee is a symbol of love and respect shown to guests across Türkiye, where people drink it for a pick-me-up and to enliven conversations. To this day, it is still the most preferred type of coffee in Türkiye.

Kurukahveci Mehmet Efendi is a family business that has never compromised on quality for its 151 years of operation and has proudly undertaken being the cultural ambassador for Turkish coffee, which it has done and continues to do so by serving the brew to participants and guests at many domestic and international fairs.

Achievements

Kurukahveci Mehmet Efendi owes as much to its more than a century of success under four generations of management that have taken the right steps at the right time as it does to its insight, which quickly transfers innovations to the brand's identity through its understanding of the importance of graphic design, and to its designers, who create well-thought-out solutions on point.

Kurukahveci Mehmet Efendi was among the first domestic companies in the early years of the Republic of Türkiye to make a move toward branding. The visual style and advertising messaging of the 1930s informed the country's first examples of graphic design, print advertisements, billboards and posters to emerge. Some of the brand's spearheading achievements include its logo of the "Man Drinking Coffee" designed by İhap Hulusi Görey in 1933, its stands at the Domestic Goods Exhibition held in Istanbul in 1933 and 1934, the graphic painting of its Opel delivery van in 1938, its first billboard in 1941, and its ads in newspapers, magazines and at cinemas from 1933 to 1955. Sixty years after its original design by İhap Hulusi Görey and its consistent use in all of the brand's communication, modern leading designer Bülent Erkmen made minor changes to the "Man Drinking Coffee" logo, which transformed it into a part of the brand's corporate identity.

In addition to the regular, albeit low-level, advertising in newspapers and magazines, on the occasion of the brand's 150th anniversary in 2021, a marketing film was shot in South America with focus on the slogan "Always with you in life's most special moments". Its script was written by Ali Özbora, it was directed by renowned advertising director Martin Werner and the film received great acclaim for its visuals.



History

Until the end of the 19th century, coffee in the Ottoman Empire was sold as raw beans, which were roasted at home and ground in hand grinders before being brewed. Mehmet Efendi began to work at his father's shop in Istanbul selling spices and raw coffee beans after he finished his studies at Süleymaniye Madrasah. He took over the business in 1871 and instead of selling raw beans, started to sell them roasted, ground and packaged. With the smell of freshly roasted coffee wafting down Tahmis Street in Istanbul, Mehmet Efendi quickly gained recognition for his innovation that made coffee preparation easier. He soon began to sell his product under the name Kurukahveci Mehmet Efendi.

Mehmet Efendi passed away in 1931, after which his sons, Hasan, Hulusi and Ahmet, took over the business. The family took the last name Kurukahveci, which in Turkish means, "roasted and ground coffee seller", in 1934. The eldest son, Hasan Bey (1897–1944), assumed the management of the family business following the death of Mehmet Efendi. The middle brother, Hulusi Bey (1904–1934) pioneered innovations in both production and marketing and commissioned the famous architect of the time, Zühtü Başar, to build an art deco building, which the business moved to from the shop on Tahmis Street and is still in use to this day. In 1933, he hired the master graphic artist of the time, İhap Hulusi Görey, to design the "Man Drinking Coffee" logo, which is still the face of the brand.

The youngest of the brothers, Ahmet Kurukahveci, studied abroad and took over the management after Hulusi Bey passed away at an early age and Hasan Bey fell ill. Ahmet Bey closely followed developments around the world, which led him to move toward modernizing the company.

It was at this time when the company's parchment paper packets of coffee began to be distributed to Istanbul's markets and corner stores by automobile, which was a first in Türkiye.

The company also began to expand its advertising with posters and a calendar, which were both modern innovations for the time. In addition to its advertising, the company distributed its coffee to all corners of the country and opened a branch first in Galatasaray, which shut in 1980, and a branch in Kadıköy.

Under Ahmet Bey's management, Kurukahveci Mehmet Efendi was able to withstand three major coffee shortages in Türkiye in 1942–1944, 1955–1958 and 1977–1982 by selling tea, salep, cocoa, and dried nuts and fruit.

After Ahmet Kurukahveci's death in 1985, the third generation of the family, brothers Mehmet and Hulusi Kurukahveci, took over the management. Currently, the third and fourth generations of the family oversee the management of the family business together.

Product

With the rapid developments that began in the early 1990s, the company decided to move its coffee production from the narrow streets of Tahtakale to a state-of-the-art coffee processing and logistics facility design by architect Haydar Karabey in Dudullu. The new foil packaging it began to use kept the coffee fresh for longer, which aided its domestic and international distribution. The company's first exports began leaving the country in 1992.

The following years saw Kurukahveci Mehmet's product portfolio expand with tins and single-serving packages, and drip and espresso grinds being sold in addition to the original Turkish coffee grind.

The company currently distributes its products across Türkiye and exports its coffee to 60 countries, continuing its one-and-a-half centuries of success by combining traditional production with modern technology, experience, innovation and quality. Kurukahveci Mehmet Efendi serves up that indispensable pleasure of consistently high-quality coffee to savor life's best moments.

Coffee production requires separate mastery, knowledge, experience and delicacy at every stage, from purchasing the raw beans to blending, roasting, grinding and packaging them. The company consciously carries the Turkish coffee tradition into the future and strives to deliver the same quality and pleasure in every sip. All of Kurukahveci Mehmet Efendi's



coffee varieties are produced from carefully selected, high-quality arabica beans, and specially designed roasting machines perfectly bring out their flavor in a process that maximizes quality and performance, resulting in the most ideal blend and flavor profile. The coffee is packaged meticulously with years of tradition and experience using advanced technology, which long preserves the flavor and freshness. The knowledge, experience and care that has lived on for four generations, passed down from father to son, from master to apprentice, ensures that Kurukahveci Mehmet Efendi's traditional quality remains at the highest level today as it was in decades past.

Recent Developments

A Cup of Turkish Coffee, a booklet prepared for Kurukahveci Mehmet Efendi by food writer and researcher Aylin Öney Tan, was published in 2012.

The Milli Reasürans Art Gallery held the exhibition, Three Cities, One Coffee: Cairo, Istanbul, Vienna, which was accompanied by an exhibition book. A seminar, "The Excuse Is Coffee, the Conversation Is Wonderful" (Kahve Bahane Sohbet Şahane), was also held with coffee experts and writers as part of the exhibition.

A documentary titled For a Cup of Coffee (Bir Fincan Kahve İçin) was shot in Brazil and Columbia in 2017, and released on social media in order to raise awareness of the problems global coffee production experiences due to climate change.

The Special Series of filter grind coffee produced from Ethiopian, Nicaraguan, Guatemalan and Salvadoran beans; specially designed coffee cups and tools; and gift items went on sale at the coffeshop designed by architect Han Tümerterkin that opened on the ground floor of the Tahmis Building next to the old store in Eminönü in 2019.

The company sponsored the Turkish Coffee Truck in six US states as a mobile Turkish coffee tasting promotion, also in 2019.

A book on the history of the company, 150 Years of the Sons of Kurukahveci Mehmet Efendi (Kurukahveci Mehmet Efendi Mahdumları'nın 150 Yılı), was prepared on the occasion of its 150th anniversary. The book itself is an interesting and pleasurable read that also shines a light on Türkiye's coffee and economic history with its many historical documents, photographs, interviews and articles culled from the company's archive and published for the first time.

Kurukahveci Mehmet Efendi also became a member of the Global Coffee Platform in 2021, thus initiating its support of sustainable coffee agriculture around the world.

The English translation of the book published for the company's 150th anniversary was released

in 2022, with the title, 1871–2021: 150 Years of Kurukahveci Mehmet Efendi, along with the second edition of the Turkish edition.

It opened the Kurukahveci Mehmet Efendi Coffee Library, Türkiye's first coffee library, on the middle floor of the Tahmis Building, where its resources in Turkish, English, German, French and Spanish are available for free to coffee enthusiasts and professional researchers alike. An exhibition on the history of the family and its business is on permanent display on the top floor of the Tahmis Building.

The first trials of domestic coffee production, supported by Kurukahveci Mehmet Efendi and conducted in Gazipaşa, Antalya, both outside and in greenhouses, came to fruition in early 2022 with the first tasting of domestically produced Turkish coffee, with chocolate and honey flavor notes.

Promotion

With a years' long history of supporting cultural and artistic events, Kurukahveci Mehmet Efendi intensified its backing in 2021, particularly for music and film. The cultural and artistic events the company sponsored in 2021–2022 include:

The "Coffee Concerts" program under the direction of Cihat Aşkın at the Süreyya Opera House
The "Cinema Under the Stars" summer program organized by Sinematek/Cinema House at Kalamış Park in Istanbul

The "Morning Coffee" program broadcast every morning at 7:50 on Açık Radio

The "Silent Thursday" screenings of silent movies accompanied by live music at Sinematek/Cinema House's movie theater

In addition to its sponsorships, Kurukahveci Mehmet Efendi continues to be a volunteer cultural ambassador, offering up its coffee at Türkiye's coffee festivals and international coffee and tourism fairs.

Brand Values

The Kurukahveci Mehmet Efendi brand manages to stay young through the innovation that is a part of its corporate culture, and with its consistent quality, maintains its prestigious position in the eyes of its customers. The Kurukahveci family's business ethics are based on the deliberateness of careful consideration without acting in haste, thorough forward thinking and contemplation of all of the Earth's organisms to learn from them.

Kurukahveci Mehmet Efendi's business relation in the 21st century include establishing all relationships on the basis of mutual respect, understanding, appreciation and trust; and making wise business decisions based on the big picture.



The brand is beloved by its customers in Türkiye who describe it as experienced, well-established, trustworthy, innovative, a leader, humble, sincere, warm and endearing.

These features of the brand ensure that it is taken as an example and emulated not only in Türkiye but also the world around.

www.mehmetefendi.com

THINGS YOU DIDN'T KNOW ABOUT

Kurukahveci Mehmet Efendi

- › Kurukahveci Mehmet Efendi is the first company to offer roasted, ground and packaged Turkish coffee ready for use.
- › Kurukahveci Mehmet Efendi was one of the first Turkish companies registered with the Istanbul Chamber of Commerce and Industry.
- › Kurukahveci Mehmet Efendi is among the first domestic companies to advertise in Türkiye.
- › Tahmis (Kurukahveci) Street in Istanbul, where Kurukahveci Mehmet Efendi was founded and its headquarters are located today, is the first coffee street anywhere in the world.
- › One of the company's still-in-use grinders from the 1950s was forged from the barrel of an old cannon.
- › Turkish coffee is prepared with one of the oldest-known coffee brewing methods in the world. Its soft and velvety foam lends it an essence that lasts the longest on the palate.
- › Kurukahveci Mehmet Efendi had to suspend Turkish coffee production in 1942–1944, 1955–1960 and 1977–1982, due to the inability to import raw coffee to Türkiye because of the lack of foreign exchange. Despite that, the company's knowledge, experience and skills have survived to this day due to the sacrifices the family has made. Kurukahveci Mehmet Efendi embraces and preserves Turkish coffee culture as it serves it up on the world stage.
- › Kurukahveci Mehmet Efendi currently exports to 60 countries on five continents and its roast is used for the Turkish coffee on the menu at Vienna's classic Café Landtmann.
- › Kurukahveci Mehmet Efendi provides support for the trial production of domestic coffee in Gazipaşa, Antalya.

