

Company: Tiryaki Agro, Istanbul, Turkiye

Nomination Submitted by: Linkus PR

Company Description: We are the region's largest and the world's leading agricultural supply chain company. We supply, process and trade over 4 million tons of feed and oilseeds, grains, pulses, legumes, nuts and organic food products, as well as a variety of conventional and organic agricultural products.

Nomination Category: Product & Service Categories

Nomination Sub Category: Consumer Products - Food & Beverage

Nomination Title: Hasata - True to Seed, Authentic Taste - by Tiryaki Agro

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

January 2023

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 282 words used.

Hasata is a new-generation pulses and grains brand developed by Tiryaki Agro, designed to bridge the gap between traditional food values and modern consumer expectations. Rooted in agricultural expertise, Hasata delivers natural, high-quality products with a focus on health, sustainability, and innovation.

Features & Functions:

1. High-Quality Sourcing:

Hasata products are cultivated using the best agricultural practices in selected regions. Each item is carefully sourced to ensure consistency in taste, texture, and nutritional value.

2. Natural & Additive-Free:

All products are free from additives and preservatives, supporting the growing demand for clean-label foods. This ensures consumers get ingredients in their most natural and unaltered state.

3. Controlled Atmosphere Technology:

Hasata utilizes advanced storage technology that prolongs shelf life and preserves product freshness without the need for chemicals.

4. Innovative Packaging:

Hasata introduced resealable flat-bottom pouches that are not only functional—offering easy storage and usage—but also solve a major consumer pain point: pest prevention. This innovation enhances user experience and minimizes waste.

Benefits:

o Health-Oriented:

Ideal for health-conscious individuals and families seeking nutritious, wholesome staples that align with clean eating habits.

o Convenient & Reliable:

Thanks to thoughtful packaging and strict quality controls, Hasata offers both convenience and trust—two key drivers in food purchasing decisions.

o Sustainability-Driven:

The brand works closely with local farmers and promotes sustainable farming practices, ensuring environmental responsibility and community support.

o Market Differentiation:

In a category dominated by price-driven private labels, Hasata redefines pulses and grains as premium, lifestyle-driven products, offering added value beyond cost.

Hasata is not just a food brand—it is a movement to elevate everyday staples into something meaningful, modern, and aligned with mindful living. By addressing consumer needs through innovation and authenticity, Hasata successfully differentiates itself in a highly competitive, commoditized market.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 287 words used.

Launched in January 2023, Hasata entered a highly competitive pulses and grains market in Turkey, long dominated by private label brands that hold over 75% of the market share. With a bold mission to challenge the perception of pulses as low-value commodities, Hasata focused on quality, innovation, and sustainability to carve out its space.

Within just two years, Hasata achieved impressive results. As of 2024, the brand has reached 5th place in national market share by tonnage—surpassing well-established competitors like Reis, Tat, and TMO. In the supermarket channel, which accounts for 32% of the total market, Hasata's share rose from 0% in 2022 to 4% in 2024, marking the largest growth among top brands.

This performance reflects a strong consumer reception. Hasata's commitment to additive-free products, controlled atmosphere technology, and resealable flat-bottom packaging has been well received, addressing both health concerns and practical usage challenges such as pest control. Customer feedback on retail platforms and social media emphasizes ease of use, freshness, and confidence in product origin.

The brand's awareness reached 14% in 2024, indicating successful penetration in a price-sensitive market. Much of this success is attributed to a strategic marketing mix, including digital campaigns, national TV ads, in-store activations, and influencer collaborations—all focused on highlighting the brand's core message: "Preserved Authentic Flavors."

Though the pulses market has shown only modest growth overall (1–3% year-over-year), Hasata's rapid rise demonstrates its unique value proposition. By connecting traditional taste with modern needs, the brand not only gained market share but also reshaped consumer expectations in the category.

While direct consumer testimonials were not quoted in the case file, the consistent growth in sales, market position, and brand recall serves as a powerful indicator of consumer trust and satisfaction.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

[Hasata - True to Seed, Authentic Taste - by Tiryaki Agro](#)



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