

**PRESS RELEASE February 2021**

**Turkey will feast on the renewed**

**Bahçeden flavors with Refika Birgül**

**Bahçeden, the popular brand of the world of nuts, is making its renewed flavors meet with the audience with a cheerful advertising campaign. Carrying its power one step further with its new image, Bahçeden meets consumers’ expectations about nuts and fruits with gourmet products and new generation packaging.**

Peyman’s strong brand **Bahçeden** have started an advertising campaign with the popular figure in the world of gastronomy, **the founder of Refika’nın Mutfağı and a food writer, Refika Birgül,** for Roasted Hazelnuts with Sea Salt, Raw Nuts Mix, Mixed Nuts, and Osmaniye Peanuts (roasted peanuts in shell). Built upon 4 different scenarios, the commercials deliver the radical change Bahçeden has underwent and the new gourmet flavors to the consumer through entertaining dialogues.

***Bahçeden has become a mega brand owing to its transformation***

Expressing their aim of showing the world of Bahçeden in the best way via the new advertising campaign, **Peyman Marketing Director Ali Burak Aygül** said: “We decided to expand our family with the intention of canalizing the power of our brand to all of our product categories, and we actualized our decision in the last months of the past year. By removing the distinction between raw and roasted, we united all of our natural, healthy and gourmet flavors under our strong brand, Bahçeden. Following our fastidiously carried out R&D studies, we have transformed Bahçeden into a mega brand, and by doing so, we have fulfilled the expectations of our customers, and we have made our already strong brand Bahçeden even stronger. And the moment we made sure that the innovative steps we took were located precisely in the presence of the market and the consumers, we began working on advertisement.

**Ali Burak Aygül** said**;** “We believed that it was necessary for Bahçeden to communicate with the consumer more. To be able to express the brand transition, our new content and the change in packaging, we have started a big advertising campaign. For the sake of conveying the drastic change in the world of Bahçeden in the most effective way, we have created a communication campaign. Within this framework, we have executed an advertisement study which consists of four films with Refika Birgül. We have collaborated with Refika Birgül in successful projects before. Refika Birgül is a very successful name who made her mark in the world of gastronomy and turns food into art with her beautiful presentation and her exertion. At the same time, the messages she gave in her programs overlapped with our brand. At this point, Refika Birgül has become the face of our campaign.”

***Turkey’s praised flavors are onscreen with Refika’s witty expression***

**Food Writer, TV Programmer, Youtuber, and the founder of Refika’nın Mutfağı, Refika’dan and Börek Production; Refika Birgül said:** ‘’I won my first award with "Giant ashure’’ project we have carried out with Peyman. A brand and a team that I can rely on… Bahçeden is a bright brand and now, I believe that more people will be able to enjoy these nuts owing to the its developed distribution network and abundance of variety for each age and expectation. Also, the advertisement has become the one I felt like myself the most, thanks to those who have contributed.’’

**Bahçeden’s new generation packaging which transformed into the brand’s ID Card, will help increasing food literacy**

Stating that they have transformed Bahçeden packaging into an ID card, **Peyman Marketing Director Ali Burak Aygül said;** ‘’Nowadays, people want to see what is inherently beneficial about the product when they look at the packaging. Within the framework of ‘Know what you eat, and know why you eat it’ movement, such a sensitivity is developed in the consumer buying behavior. As Bahçeden, we wanted to lead this movement. Reflecting the information about our products on the packaging, we turned our products into a communication medium. Right along with product benefits, we also illuminated the question: ’Why Bahçeden and not other products?’. Innovating both product content and packaging, we aimed to add our contributions to healthy food literacy.’

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**For detailed information;**

