



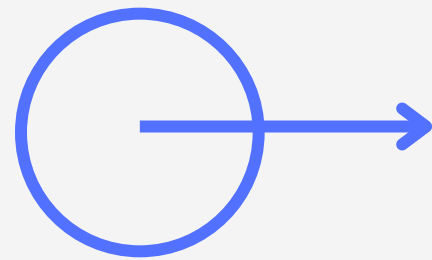
**MARTIN  
BROTHERS  
FOOD**



# MARTİN BROTHERS FOOD

## ABOUT THE VENTURE

Martin Brothers Food is an innovative food initiative set out to operate in the field of healthy snacks and functional foods, embracing the clean label philosophy. With sustainable production models focusing on naturalness and transparency, Martin Brothers Food aims to position itself in global markets with its export-oriented approach. By offering value-added products, our company aims to provide consumers with alternatives that support a healthy lifestyle, operating with a vision to shape the future food trends.



# PROBLEMS *or* SOLUTIONS

## PROBLEMS

Many options on the market contain additives such as sugar, preservatives, and flavorings.

Fresh fruits are short-lived, while products with a long shelf life are often processed and unhealthy.

It is difficult to find healthy snacks, especially for working individuals, children and athletes.

Consumers have a lack of trust in food because they cannot obtain information about the production process.

Healthy, fun and natural snacks that appeal to children are very limited.

## SOLUTIONS

Our products are made from 100% fruit and do not contain additives, sugar or preservatives

With freeze-dry technology, nutritional value and taste are preserved, and shelf life is extended for months.

The products are offered in a light and portable form, ready for consumption once the package is opened.

We produce transparent, traceable and reliable products with our clean label philosophy.

We offer child-friendly alternatives with fruit-based products (e.g. ice cream and kefir fruit drops) that meet the sweet tooth.

# TARGET AUDIENCE

## 1. Health-Conscious Adults

- Individuals who turn to natural, additive-free and functional foods
- Urban consumers who prefer organic and clean label products
- Athletes, dieters, vegan/vegetarians

## 2. Parents and Children

- Parents looking for healthy, additive-free and fun snacks for their children
- Our jelly beans, fruit chips and ice cream varieties, which especially appeal to children, are suitable for this group.

## 3. Corporate Buyers (B2B)

- Food companies that produce products such as chocolate, ice cream, granola, and breakfast products
- Horeca, hotel, cafe and restaurant groups (such as BTA, Divan, Soulmate Coffee)
- Chains and distributors requesting private label production

## 4. Foreign Consumers and Distributors

- Distributors and retailers in countries where we export to more than 16 countries
- Global markets interested in value-added Turkish products

# OUR PROPOSED SOLUTION TO THE CURRENT PROBLEM

- 100% Natural and Additive-Free Products: Contains no added sugar, preservatives, additives, or flavorings.
- Long Shelf Life – High Nutritional Value: Thanks to the freeze-dry method, fruits last for months without losing their freshness, flavor, or nutritional value.
- Portable and Practical: Products are lightweight, durable, and ready to be consumed immediately after opening.
- Healthy Alternatives for Kids: Fun formats like ice cream, jelly beans, and crunchy fruit offer healthy options for children.
- Functional Foods: Products enriched with ingredients like matcha and collagen support a health-focused diet.



**DRAGON FRUIT**  
Freeze Dry  
Dragon Fruit



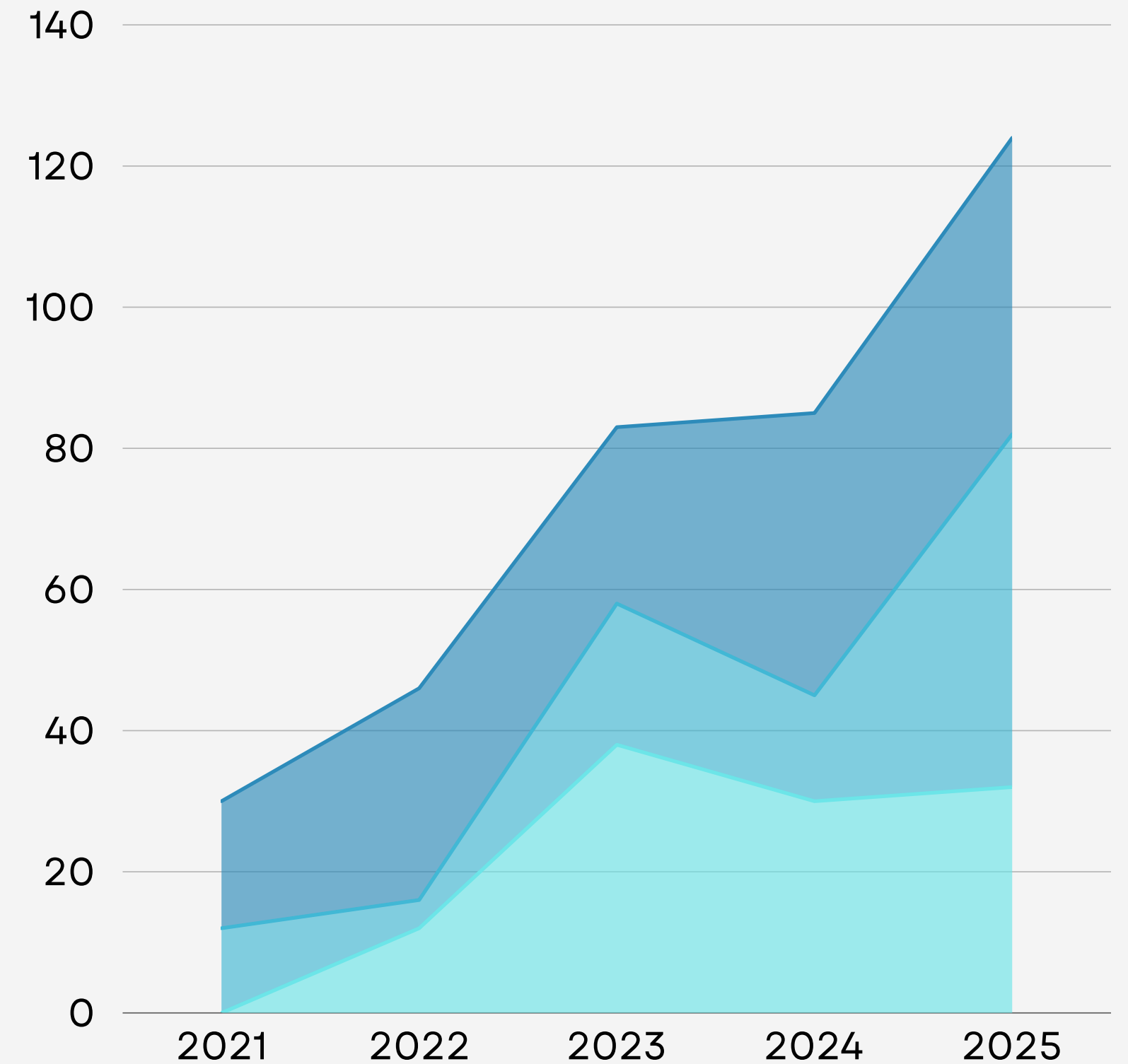
**MANGO**  
Freeze Dry  
Mango



**STRAWBERRY**  
Freeze Dry  
Strawberry

# MARKET SIZE

- In 2021, the global freeze-dried food market was valued at USD 36.2 billion, expected to reach USD 69.8 billion by 2030.
- In Turkey, the healthy snacks market is growing, with freeze-dried fruits increasing year by year.
- Martin Brothers Food currently exports to 16 countries and is ranked among the “best-sellers” on major e-commerce platforms like Trendyol and Hepsiburada in Turkey.



# OUR COOPERATIONS



# Rivalry

## TRENDS

- **Healthy and Clean Label:** Consumers prefer products that contain natural ingredients and maintain a fresh taste, free of artificial additives.
- **Export-Focused Growth:** Freeze-dry products are gaining prominence in the premium snack segment worldwide, particularly in European and Middle Eastern markets.
- **E-commerce and Online Distribution:** Online sales channels have become the fastest-growing distribution model for reaching consumers.

## STRENGTHS

- **Global Distribution Network:** As Martin Brothers Food, we regularly export to 16 countries.
- **Domestic Production Strength:** We have one of Turkey's most modern freeze-dry production lines.
- **Success in Online Markets:** Our products appear on the 'Best Seller' lists on leading Turkish platforms such as Trendyol and Hepsiburada.
- **Natural and Additive-Free Product Range:** We produce products free of additives, preservatives, and added sugar, adhering to a clean label philosophy.

## WEAKNESSES

- **Product Awareness:** Freeze-dry technology is still only slightly known among consumers in Turkey.
- **Fresh Product Perception:** Some consumers are not sufficiently aware of the ability of dried products to maintain freshness.
- **High Production Cost:** Freeze-dry processes are more costly than traditional drying.

## STRATEGIES

- **Increasing Brand Awareness:** We raise consumer awareness through effective digital marketing, influencer collaborations, and recipe videos.
- **Expanding to New Markets:** We continue to grow by expanding our existing export network to new countries.
- **Product Diversity:** We develop innovative product lines such as functional foods, children's snacks, and smoothie powders.
- **Sustainable Production:** We prioritize environmentally friendly production through energy efficiency and waste management processes.





	<b>Product Type</b>	<b>Production Capacity</b>	<b>Distribution Channels</b>	<b>Featured Aspect</b>
Martin Brothers Food (Refresh)	29	High (Own facility)	Export to 16 countries, sales platforms such as Trendyol, Amazon, Hepsiburada	Product diversity, modern facility, safe production, zero waste and innovative approach
Haphug	14	subcontracting	Domestic and international	Vegan and diet-friendly, with an emphasis on natural health
Dokuru	12	subcontracting	Only domestic platform focused sales	Branding investment, post-order satisfaction

### **Why Choose Refresh Freeze Dry?**

- **One of the most modern freeze-dry production lines in Turkey.**
- **A wide range of products, targeting the premium segment with over 25 different varieties.**
- **International certifications such as BRC, FDA, and Organic are proof of quality and reliability.**
- **Regular exports to 16 countries, strong digital marketing (Trendyol, Amazon, Hepsiburada, etc.), and global reach.**
- **Its clean label approach, free of additives, preservatives, and sugar, clearly distinguishes it from other brands in the table.**

# Revenue Model 2024-2025

## B2B

- Semi-finished products are sold primarily to manufacturers in the chocolate industry.
- In addition, B2B sales are also made to various areas of the food industry.

## B2C

- On the B2C side, we offer both private label production services and our own brand, Refresh.
- Our products are available to consumers through online sales channels, national supermarket chains, and coffee chains.

## EXPORT

We export to 16 different countries, including the United States, England, Germany, the Netherlands, and Poland, and we continue to work on new agreements.

## INVESTMENT REQUEST

1.000.000€

We are requesting investment. This investment will be used to support Martin Brothers Food's strategic plans in product development, marketing and growth, technology and infrastructure, business development, and partnerships.

## MACHINE PARK INVESTMENT

600.000€

It covers the machines planned to be invested in for new machine systems and technologies in our factory.

**%60**

### BRC PRODUCT LINE INVESTMENT

Packaging machine with X-ray  
and head filling line

120.000€ **%12**

### ARTIFICIAL INTELLIGENCE- SUPPORTED SORTER MACHINE

80.000€ **%8**

### MARKETING AND RAW MATERIALS

Refresh branded products for  
marketing budget

200.000€ **%20**

*Our*  
**TEAM**



**SERDAR ERUZUNLAR**  
GENERAL MANAGER



**CEM BATURAY TINAZ**  
SALES AND MARKETİNG



**YASEMEN AKINCI**  
PRODUCTION AND  
QUALITY



**GİZEM KORKMAZER**  
QUALITY AND ANALYSIS



**BUSE MARMARA**  
ACCOUNTING



**GÖZDE REÇEL**  
ACCOUNTING



**MELİS ALTUNBAŞ**  
SHIPPING AND  
WAREHOUSE



**KAZIM KARABULUT**  
MACHINERY /  
TECHNICAL

# OUR FACTORY

Located in the Burhaniye Organized Industrial Zone, it covers a 4,000 m<sup>2</sup> site with a 2,500 m<sup>2</sup> indoor area. The 400 kW solar power plant installed in our factory building meets 80% of our annual consumption.



# Our Production Capacity

Daily Production Capacity	Daily Packaging Capacity	Annual product range	Number of Countries Exported	Certificates	2023 sales figures	2024 sales figures	Estimated sales figures for 2025	Target sales figures after receiving the investment in 2026
1 ton fresh fruit processing capacity	10,000 final product packages	20+ fruit varieties, 5 types of freeze-dry ice cream, powdered products	16 countries (Germany, England, America, Russia, UAE, Qatar, etc.)	BRC, FDA, ISO 22000, Ecocert (Organik)	530.000 EURO	800.000 EURO (200.000 EURO Export)	1.200.000 EURO (600.000 EURO export)	3.600.000 EURO (2.000.000 EURO export)

Refresh Freeze Dry has the capacity to process 1 ton of fresh produce daily and automatically package 10,000 items without human contact at its fully integrated facility located in the Burhaniye Organized Industrial Zone in Balıkesir.

The entire packaging process is carried out without human contact, and products are produced under hygienic conditions, without additives, and with a philosophy of clean ingredients.

With the solar energy system (SPP) on our roof, we power a significant portion of our production with renewable energy. This ensures that we implement our environmentally friendly, sustainable production approach at every step.

Our products continue to grow steadily in both local and global markets, supported by a robust e-commerce infrastructure and an export network reaching 16 countries.