

# FOOD TECHNOLOGY IN TURKEY

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## Gıda Teknolojisi

FOOD TECHNOLOGY IN TURKEY

### Ayın Dosyası: Gıda Katkı Maddeleri

**CHP'li Prof. Oğuz Oyan:**  
AB'nin gösterdiği yol,  
tarımda maliyetsiz  
gümrük birliği!

**GIDAKAT Yön. Kur. Üyesi  
Mehmet Tez:** Katkı  
maddesinde gelecek  
doğal çözümlerde

**AB ile tarım  
randevumuz  
5 Aralık'ta**

**Tarım Çerçeve  
Kanunu  
komisyonda**

**9 firma ambalajın  
'Worldstar'ları  
arasında!**

**TEDER Başkanı  
Prof. Özkaya:**  
AB'den 2014'e kadar  
mali yardım yok

**İÜ Su Ürünleri  
Mersin balığı için  
bakanlıktan 9 aydır  
cevap bekliyor**

**Kuş gribi  
silkeledi,  
ama yıkamadı**

# FOOD TECHNOLOGY

## Aromatech sets its sights on beverage

**Dilşad Çelebi Işık, Sales & Marketing Manager of Aromatech Turkey saying that beverage sector developing rapidly provides new opportunities in flavour market has reported that they have begun to produce mixture and emulsion type flavour intended for beverage sector.**

**What is included in your product range?**

Our product range consists of all kind of liquid, powder (simple powder, spray-dried) and emulsion type flavours. Alcoholic and soft drinks, all types of confectionery and bakery, dairy products, powder drinks, tea and coffee and salty products which include soup, sauce and snack products are some of the sectors in which we display activities in Food Industry in Turkey. Thanks to investments that we have realized this year we have begun to produce mixture and emulsion type flavour intended for beverage sector and we are planning to have a more dominant role in this sector. In addition, our flavours suitable for oral health care products, medicine, tobacco, pet food sectors are also available.

**When the organic flavours have been included in your product range?**

Studies on organic flavours have been commenced in 2000 in France. We are the first certificated organic flavour producer of the world. We have Ecocert certificates issued in accordance with relevant European (EC 2092/91) and Japanese (JAS) regulations and BCS certificates issued in accordance with US (the National Organic Program) regulations.

**Organic Flavours over than 300 are produced**

Today organic flavours in liquid, powder and emulsion forms over than 300 are produced in France. We, as Aromatech Turkey, are importing these flavours. If we would able to provide similar raw materials and also demand would increase, we may transfer our product portfolio in France to here. The most important feature distinguishing organic flavours from classical natural flavours is that the aroma chemicals used in product are prepared by being derived from organic agriculture completely and thus they are able to be used in organic product without any disagreement to product label.

**Does the usage of organic flavour become widespread around the world?**

Nowadays, conscious consumers present more sensitivity to the ingredient and label of the product and try to consume healthy products. Recent years organic products market has been growing up rapidly in the world.

Today it is reported that the volume of this market in the world amounts to 20 million EURO.

If it is considered that this market has been growing up at a rate of 20 percent average annually since 1997 and such growing rate shall continue due to consumers' trends, it may be expected that it would reach to a considerable rate in a short time.

**Usage of organic flavour shall increase**

Development of organic products sector in Turkey has been accelerated during the recent years especially due to effect of increase in organic product exportations. Usage of flavour in this sector is not too much due to restricted product variety, but exists. We are making business with organic fruit juice producers in Turkey. Such flavours are used in products i.e. organic grapes, blueberry and pomegranate juice. Organic instant products sector shall also develop in Turkey parallel to the world and organic flavour demand shall increase in the future.

**What should be considered in flavour selection and how is a good flavour?**

First of all, the conformity of the flavour with the technical structural features and production process of the product in which it shall be used is important. Because the products not used in proper application area may cause damage to the structure of the product. Later, its effect in products in which it shall be used should be considered.



**Dilşad Çelebi Işık says that they are performing team-work with customers in flavour selection.**



### They have activities in 70 countries approximately

Aromatech performing activities in food flavour sector is a French company having production facilities in Turkey. Aromatech having activities in 70 countries approximately all around the world has production facilities in France, Tunisia, Algeria, China and Thailand in addition to Turkey. The Company which has entered into Turkish market on 1993 by means of representation has opened its own sales office in 1999 and commenced to make production in its factory in Ümraniye in 2001. Aromatech Turkey which has begun to produce liquid flavour in 2001 for the first time has commissioned its powder production facilities on 2003. It has begun to produce mixture and emulsion type flavours on 2005 by means of new investments.

In another saying, flavour should necessarily be tried in finished products in which it shall be used and results should be observed.

The next stage depends on the expectation of our customers and the products that they are planning to offer to the market. Of course, in addition, the continuity of the standard product quality is one of the important criterions. The main criterion of standard quality in flavour is standard raw material and standard production method. We have not got any difficulty in standardization of main raw materials since we buy majority of raw materials from a single supplier; our headquarters in France.

#### What are the advantages of being an international company?

The experience and technical possibilities provided by being an international company is very important, but, being aware of domestic tastes is also so important.

We are able to meet the requirements of customers more easily since we know Turkish taste very well. For instance, we have worked on traditional Turkish type mint flavour. Its difference from spearmint and peppermint type mint used in confectionaries and chewing gums is to have a dried mint taste used in dishes.

#### Do you provide information support to the companies?

Food producer should necessarily trust to flavour producer. Of course, we provide technical support to the companies under the light of our own knowledge, researches and experiences in order to make such trust persistent. We are performing team-work with our customers in flavour selection. We are meeting their project needs either from our standard product range or by developing new products. We are tasting finished products in parallel to their projects or we submit alternative flavour offers in conformity with their given project description. We provide assistance for them by prescription and raw material suggestions for newly initiated projects.

#### 15 percent of its turnover from exportations

#### Do you make exportation?

Our efforts in exportation have been accelerated upon moving to our factory in 2001. Presently, we are making exportations to nine countries. Aromatech deems Turkey as a center for Middle-East, Balkans and former Soviet Republics. We are making efforts devoted to increase our exportation activities in these regions in conformity with such mission. We are making business with Uzbekistan, Turkmenistan, Azerbaijan, Syria, Saudi Arabia, Kosovo and Bulgaria currently. 15 percent of our turnover in Turkey consists of exportations.

#### What kind of a future is waiting for flavour?

Flavour sector shall be in a progress phase in parallel to food industry. The quality sense which is attached a great importance already shall come to foreground more importantly due to developing consumer awareness in food industry. The competition only based on price shall be replaced by total quality covering product and service quality, easy and rapid accessibility and price advantages. Flavour is improving the taste of our life and assisting to consumption of products making the consumers' life easier with more pleasure. Similarly, I think that flavour shall play a dominant role in healthy products trend taking place in the agenda of the world in present. For instance, we are able to increase our daily liquid consumption by flavouring our spring water and mineral water and our milk consumption required for our mineral need by flavouring our milk or yogurt.

**“The most important feature distinguishing organic flavours from classical natural flavours is that the aromatic chemicals used in products are prepared by being derived from organic agriculture completely and thus they are able to be used in organic product without any disagreement to product label.”**





**"A whole world of tastes"**

**AROMATECH**  
FOOD FLAVOURS

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