





THE WORLD'S NEW BAKERY CHAIN



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Our Vision

To make Simit Sarayı a global brand in food retail with innovative products as well as a creative, strong and extensive network of stores.

Our Mission

Building on the cultural aspects associated with the deep history of simit and tea whiles achieving sustainable growth , through the development of innovative products and global competitiveness with an eye to/for creativity, integrity , high quality, reliability and sustainability.

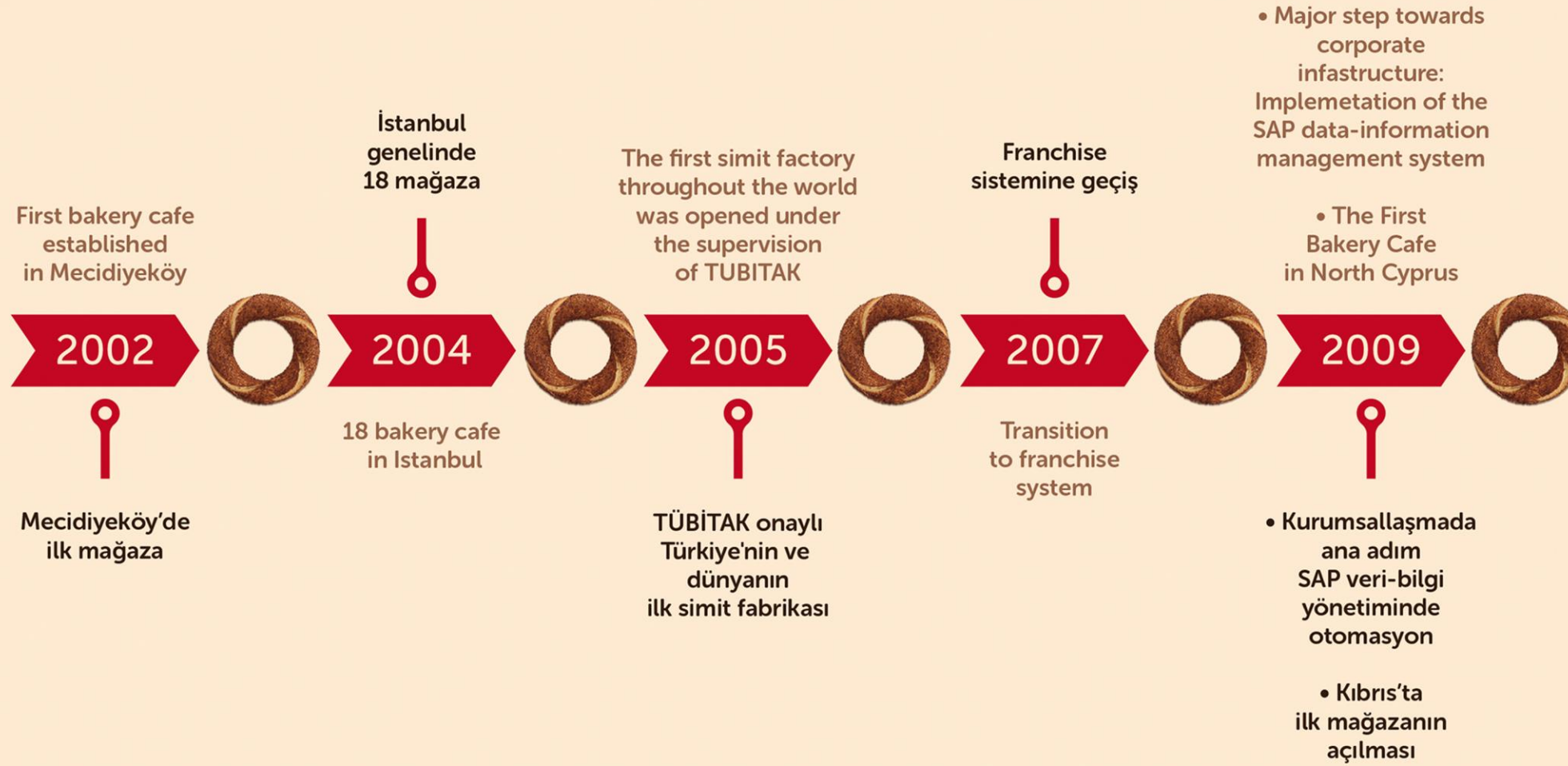


History

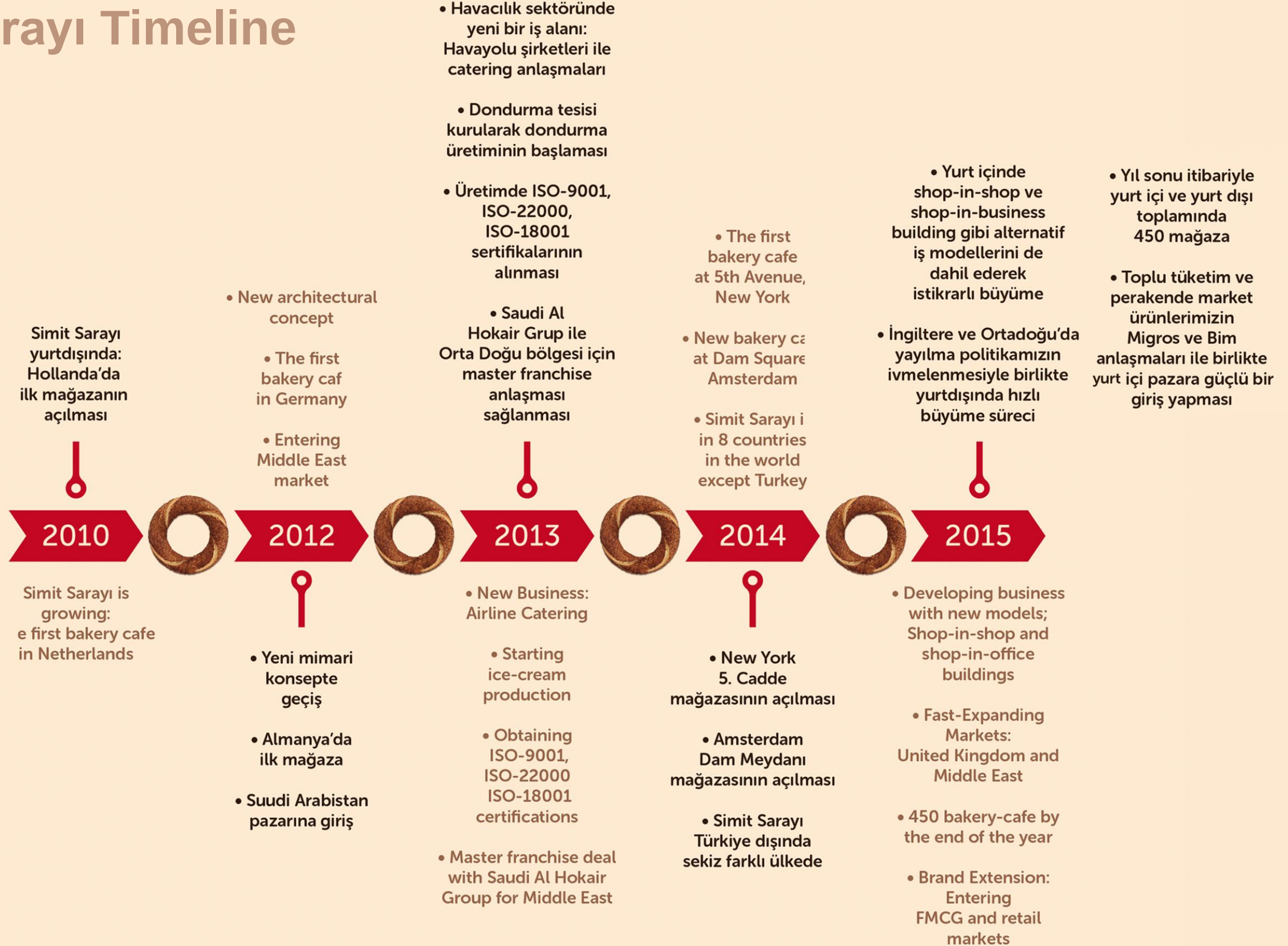
Simit Sarayı opened its first store in 2002 with a motivation to promote simit, a traditional Anatolian delicacy, to both Turkey and then to the rest of the world. Today, Simit Sarayı serves more than 650.000 guests daily with 10.500 employees in hundreds of stores nationwide and worldwide, in nearly 20 countries.

In 2015, the company took a step further towards its global outreach by launching the “Flexible Simit Production Line”: world’s highest production capacity plant at global quality standards, entirely equipped with cutting-edge technology. Products are manufactured in 3 factories at global standards over an area of 22.000 square meters in total, to be delivered to various parts of the world.

Simit Sarayı Timeline



Simit Sarayı Timeline



Simit Sarayı is a lovemark

+20
countries



Average time
spent in stores
40+ min.



Consumers

Daily

650.000
visitors

18-55

Age



%50



%50



Seasonal
Product Mix

Simit Sarayı Brand Performance*



*Halkımızın % 98'i
lezzetlerimizi çok iyi
tanıyor*

98% of our people know
our delicacies so well



*Simit Sarayı'na
gelen her 10
misafirimizden
dokuzu
hizmetlerimizden
memnun
ayrılıyor.*

9 out of 10
Simit Sarayı guests
are satisfied with our
services.

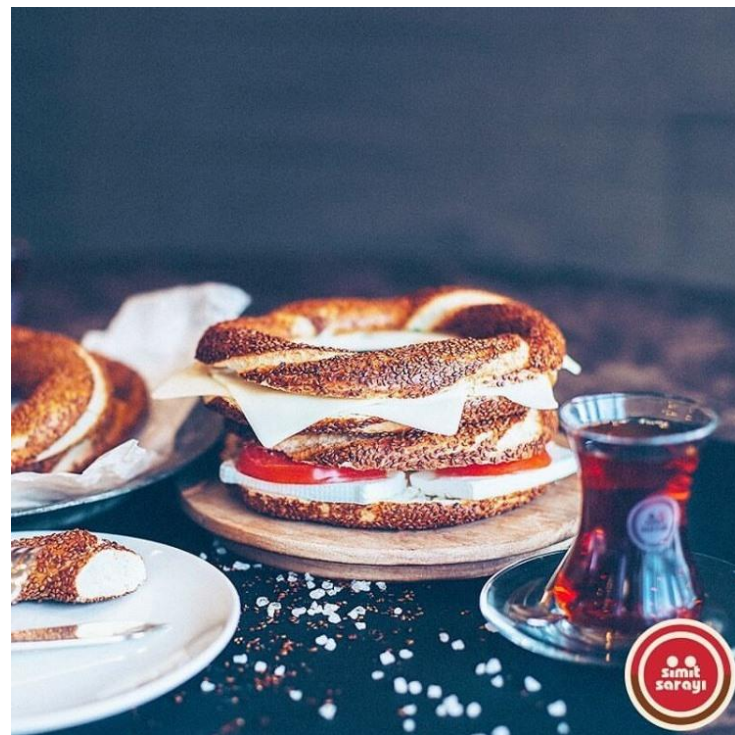
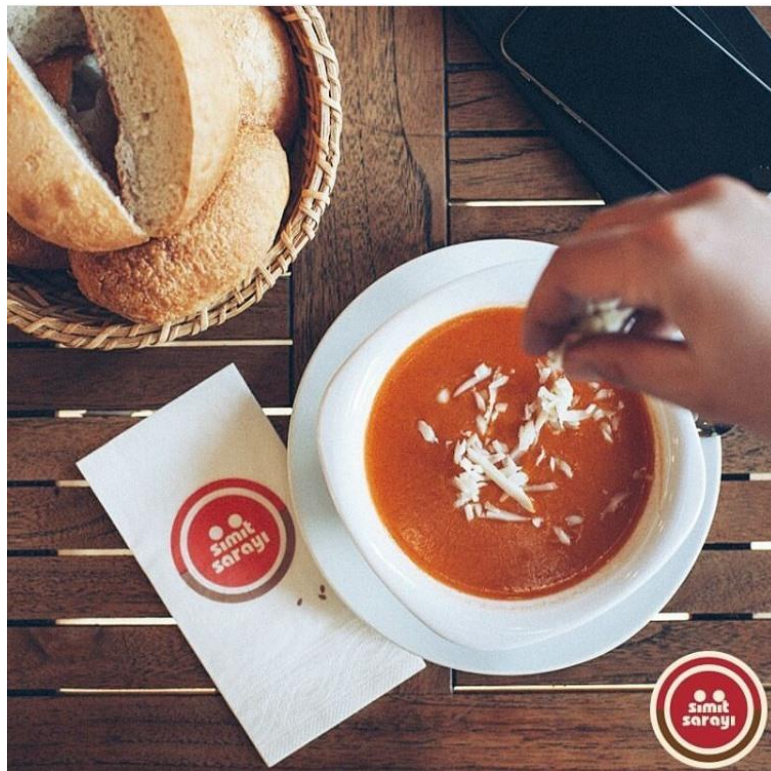
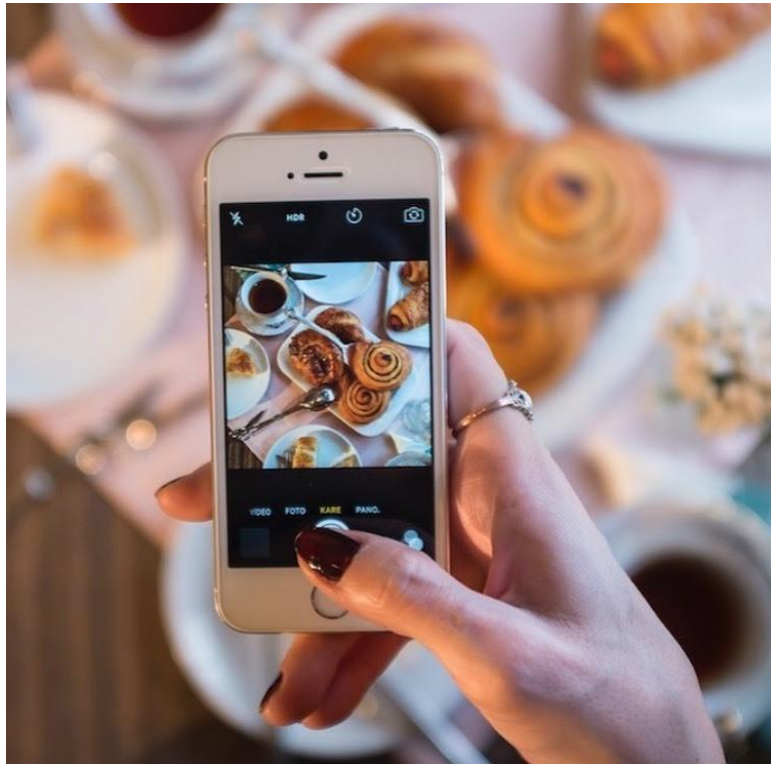


*Simit Sarayı'na gelen
misafirlerimizin
tamamı,
lezzetlerimizi çok
ama çok seviyor.*

All of our guests at
Simit Sarayı are
very fond of
our products.



+400K
followers



*Baked
with love*



*Baked
with love*





Arda Turan visiting Simit Sarayı in Netherlands!



Arda Turan, Camille Desbos and Burcu Esmersoy in Simit Sarayı New York!



Simit Sarayı - Simit Pizza



Simit Sarayı - Sarayı Dürüm





Simit Sarayı - Çıtır Hot Dog



Simit Sarayı – Kartopu Pasta





Innovative Products

Simit Sarayı follows consumer habits and expectations with surveys by expert research companies and lays great emphasis on R&D work that gives the company great agility to respond to constantly changing market needs and demands. To survive in a competitive environment increasingly dominated by imitation, Simit Sarayı strives to develop original and inimitable products and to offer the perfect product experience to customers across all its stores.



**We proudly
serve 650.000 customers
daily in more than
20 countries throughout
the world.**



**+250.000
simit
Daily**



**3 Production
facilities total of
22.000 sqm**

**Daily
Production**

**60+
Products**

**Annual
Production**

**SAP based
system**

100.000.000

*Baked
with love*



+10.500



+20
Countries



Stores



Employees

400



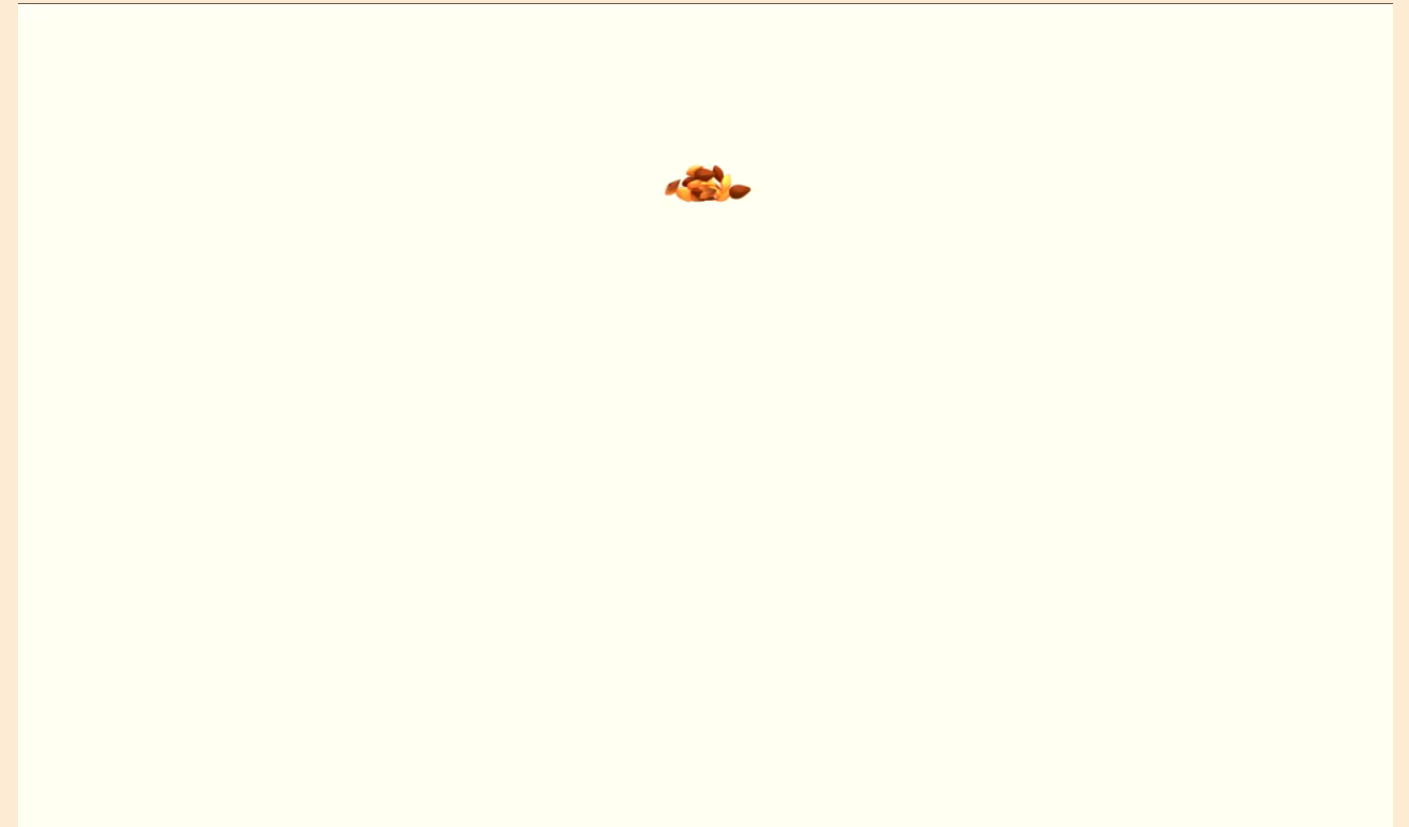
%75
franchise



Mind-Blowing Bakery Treats

With modern design of stores and wide product range, Simit Sarayı became everyone's favourite brand. Since 2002, Simit Sarayı has been bringing the traditional Turkish flavors to the customers and a meeting point for the local customers. Simit Sarayı is offering unforgettable tastes from simit to pastries to cookies and cakes during the whole day from breakfast to five o'clock tea time.

Simit Sarayı's aim is to turn every second into an enjoyment. Simit Sarayı works hard to share the unique products and its experience in many location with widespread stores all around the Turkey and abroad. Work diligently everyday to not compromise its values and standards as well as its high quality products. Simit Sarayı's products are produced in its facilities with high technology equipment to serve hygienic and qualified products for guests.



<https://youtu.be/Ic1aavG6qZk>



VIDEO

Fresh



Tasty



Crispy



Happiness



Heart-Warming



Frozen Baked Goods



Simit Sarayı Now in Your Home

For years, you have been consuming Simit Sarayı products with pleasure. Now, we're bringing the famous Simit Sarayı flavors to your home through the biggest retail chains.



Distribution Channels



Operational Excellency

Simit Sarayı grows on a franchising system built to guide the investor in the best way fit for their specific circumstances. The system offers all required services including location, feasibility, concept management, architectural project, brand identity and communications. Furthermore, store managers receive training support from experienced trainers prior to and following the opening of stores. The program, accommodating the training requirements of team members and managers, includes equipment and product training as well as managerial and operational skills development. In order to sustain the service quality standard across its network, Simit Sarayı works with an experienced operations team to regularly support the managers and provide consultancy services.



**Come and join
the world's
new bakery chain!**

Simit Sarayı, world's new bakery chain operating in more than 20 countries, is offering a great opportunity for investment. Apply for a Simit Sarayı franchise and make your own success story with one of the fastest growing chains in the world.

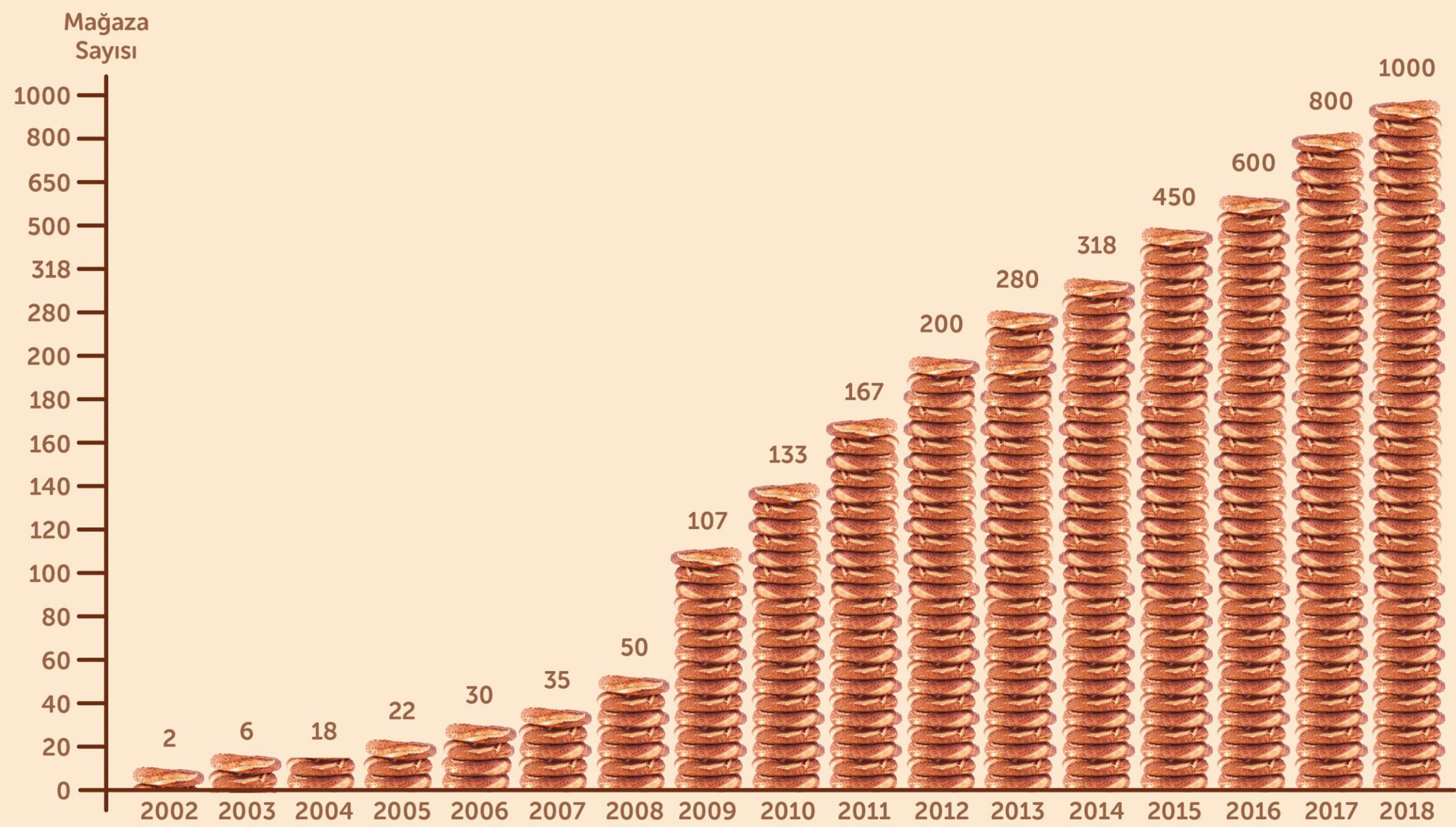
To apply: simitsarayi.com/franchise

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Success and Steady Growth

Number of Stores



*The numbers include the signed agreements by the end of specified year.

408 Stores Around the World

LONDON MANNHEIM

COLOGNE **AMSTERDAM**

FRANKFURT ANTWERPEN

NEW YORK

JEDDAH MEDINA BAKU **BERLIN**

CAIRO **STOCKHOLM**

ROTTERDAM QATAR

DEN HAAG **DUBAI** KUWAIT





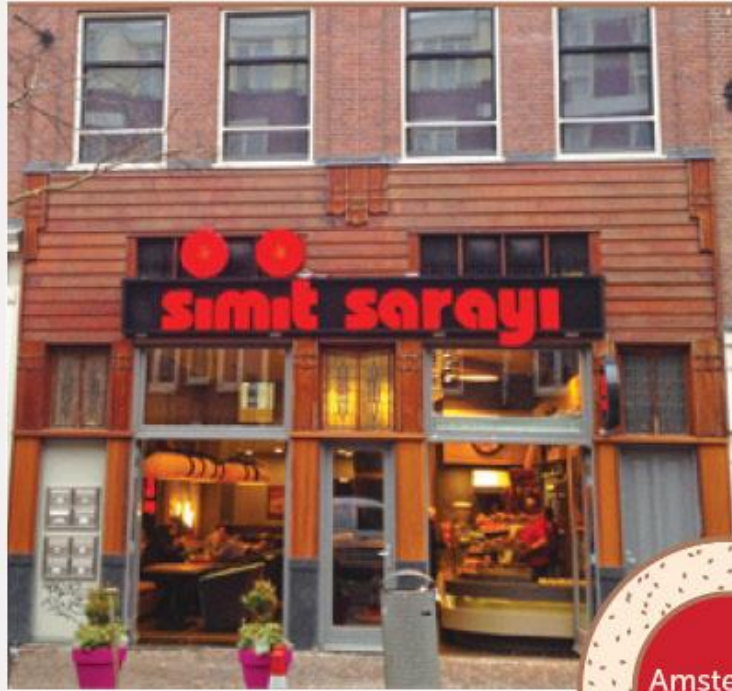
Londra Piccadilly



New York



Villiers Street London



Amsterdam
Hollanda

Netherlands



Medine
Havalimani
Suudi Arabistan

Medina Airport Saudi Arabia



Dam
Amsterdam
Hollanda

Netherlands



Mall of
Scandinavia
Stockholm
İsveç

Sweden

The First Global Turkish Food Retail Brand

By the end of 2017 450+ stores
By the end of 2020 1400+ stores

By the end of 2016, market share in bakery fast food
in Turkish market is %64
Our goal for 2020, to increase the market share in
Turkey to %82.

*According to Euromonitor datas.

THE FIRST GLOBAL TURKISH FOOD RETAIL BRAND



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