



flavourtech.®



**Integrity
is our promise.**

Trust is
our advantage.









We're Flavourtech

WHAT WE DO

We create delicious, attractive and affordable food and drink products that customers everywhere love. We focus on developing strong brands that are exceptional for quality, taste and affordability.

WHERE WE WORK

We're global but we think local. We're based in Turkey, where east meets west, with a network of operations and service centres worldwide, including the US and Europe.

HOW WE WORK

We research and innovate to create products and flavours that grow with customer trends and expectations. Curiosity, passion and integrity are the building blocks of our DNA.

WORK WITH US

Consumers worldwide love our products. Because we listen to the consumers, we delight them with what they want. Brand loyalty is strong. What's also strong is our attitude to partnership. We strive hard to be excellent partners, and we're proud of our authentic, profitable, commercial relationships.

Everything is connected

Everything we do is based on three principles:

EXPERTISE

We have over 25 years' experience in creating popular, quality flavours for the shelf stable food product sector worldwide. With state-of-the-art production technology, a world-class team of flavour scientists (yes, they exist) and insight and innovation professionals, we create trend-leading tastes and brands that succeed.

DEDICATION

We're dedicated to excellence; to the pursuit of making things better, of raising standards of taste and of surprising the market with innovative and ever-more-useful products. We're ambitious for ourselves, and for our partners.

SERVICE

Our goal is to help you achieve your goal. We support you to meet your objectives, to exceed your expectations, to help you to attract more customers and to give you the edge over your competitors. We take delight in nurturing long-term, mutually beneficial partnerships.

We work harder.
We expect more
from ourselves.
We deliver.

Our team

Our team is truly diverse and we're proud of that. We work cross-culturally and transnationally with ease and expertise. But what unites us is our dedication to use our eclectic fusion of skills and expertise in the service of our customers, and our enthusiasm and passion to create brands that become world favourites.

Curiosity, trust and integrity are the building blocks of our team DNA.

Curiosity drives us to innovate. We research and test new, sustainable methods of production and we create new tastes and awesome flavours. We want to know what communities across the world want, and we take delight in finding out.

Trust lies at the heart of our relationships – with each other, with our customers and with consumers. Trust skyrockets productivity.

Integrity means that you can rely on the genuine care that goes into each and every product we make, our supreme standards of quality and our attitude of authenticity to our business partnerships.



Products to be proud of

Our brands are enjoyed by consumers in over 40 countries.

What do you fancy? Take your pick....

BONI: Convenience just got tastier

Our savoury Boni range showcases the best in convenience, quality and flavour. With beautifully-crafted noodles, filling soup mixes, intense spice blends, stuffing mixes and rich stock cubes, Boni reigns supreme in every busy family's kitchen.

BUDGET: The low-price leader

Our Budget brand gives our partners a low price leader that doesn't compromise on quality. Budget is a tailored range of kitchen staples with a strong consumer following.

MR. COFFEE: Good coffee, everytime

We've selected a luxury range of classic coffee blends to delight every type of coffee lover. From strong, rich roasts to smoother, creamy blends and specialty lattes and cappuccino (with all the trimmings!), Mr. Coffee is as popular as it is convenient.

SOLANA: Super staples

Our Solana range of convenient, quality basics are the staples of the store cupboard. The range includes cornflour for rich, smooth sauces (add anything!), semolina for yummy sweets and comfort puds, creamy, melt-in-the-mouth desserts; cake mixes, pancake shakers and oh-so-wobbly jellies, all marketed and tailored to local tastes and preferences.

MAK-C: A feast of flavour

A consumer favourite for more than 25 years, Mak-C is our flagship brand. It's a curated collection packed with fruity, bursting-with-fun instant drinks and refreshing ice teas, all marketed and tailored to local tastes and preferences.

TRI-C: The family favourite

Powered with extra Vitamin C, Tri-C is a refreshingly zingy instant drink infused with real fruit flavours. It has a special celebration feel, so it's become especially popular at family gatherings in East Africa and the Middle East. And we're delighted!

Quality as standard

Every aspect of our research and production has the highest standards of quality built in.

This means:

- Genuine conversation with consumers, to assess and meet their own needs and aspirations for feeding themselves and their families. We always make sure our products make people's lives better, not worse.
- State-of-the-art production facilities and technology.
- Not just great products and great relationships. We transfer our marketing know-how to our customers. We know how to sell our products to your target market.
- Always meeting or exceeding quality and safety standards around the globe.
- Supreme traceability and sourcing of quality ingredients.
- Constant attention to sustainability and environmental concerns – not just because our customers demand it, but because it's the right thing to do.
- Our streamlined and effective logistics methodologies mean that we get the right products to you at the right time and in the right place. With a smile.



**Our products are
infused with the voices
of our customers and
partners.**

We ask local communities what they'd like and what would help them. Then we integrate these insights into every stage of production.

Boni

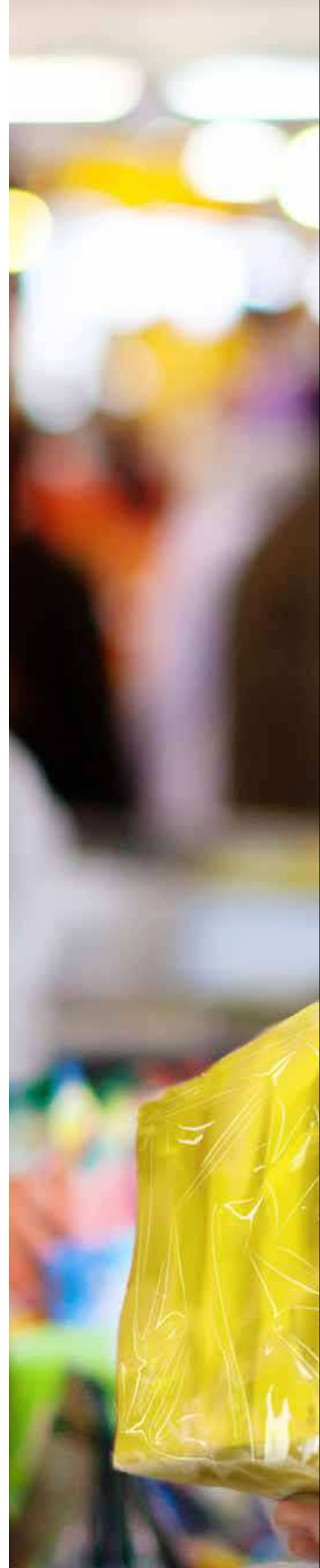
QUALITY, EVERYDAY

We created our savoury Boni range to give consumers the opportunity to eat conveniently without compromising on quality and taste. Boni is especially popular with busy families and we've curated the range to meet everyday needs affordably.

Because we listen to our consumers, we are constantly introducing new innovative products that are enjoyed by people in countries the world over. Our aim with Boni is to make people's lives tastier, healthier and easier.

Our Boni range includes:

- Instant fried noodles in four yummy flavours.
- Soup mixes and instant soups, with vegetarian options.
- Rich stock and seasoning options for meat, fish and vegetable dishes. We've created stock cubes, tablets and stockpots because our consumers asked us to.
- Aromatic gravies.
- Stuffing mixes.





Instant Fried Noodles

HS Code	19023000
Packing	40
Net Weight	3.00
Gross Weight	3.60
20'FCL	--
40'FCL	4607



chicken 75g



vegetable 75g



spicy chicken 75g



shrimp 75g

Instant Cup Noodles

HS Code	19023000
Packing	24
Net Weight	1.44
Gross Weight	1.61
20'FCL	--
40'FCL	2904



chicken 60g



vegetable 60g



curry 60g



shrimp 60g



Soup Mix - Classic

	Makes 4 servings
HS Code	21041000
Packing	4 x 12
Net Weight	
Gross Weight	
20'FCL	857
40'FCL	2009



chicken noodle 60g

2.88

3.17



vegetable 59g

2.83

3.12



ezogelin 74g

3.55

3.90



cream of chicken 71g

3.41

3.67



cream of mushroom 68g




3.26

3.48





Stock Cubes 4g

HS Code	21041090
Packing	72 x 25
Net Weight	7.20
Gross Weight	8.30
20'FCL	1929
40'FCL	3913




		
chicken	chicken	chicken
72 x 25	48 x 50	24 x 100
7.20	9.60	9.60
8.30	10.10	10.10
1929	1833	1833
3913	2624	2624

Seasoning Powder

	17g Pouch
HS Code	21041090
Packing	8 x 42
Net Weight	
Gross Weight	
20'FCL	2500
40'FCL	3800

	
chicken 10g	chicken 15g
3.36	5.04
3.61	5.42

	Bottle
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	

		
all purpose 500g	chicken 1kg	vegetable 1kg
20	10	10
10.00	10.00	10.00
13.33	11.85	11.85
1256	2022	2022
2608	2236	2236

Stock Tablets

HS Code	21041090
Packing	24 x 48
Net Weight	11.52
Gross Weight	13.6
20'FCL	1664
40'FCL	--

Packing	24 x 24
Net Weight	11.52
Gross Weight	13.8
20'FCL	1664
40'FCL	--

HS Code	21041090
Packing	8 x 18
Net Weight	11.52
Gross Weight	12.95
20'FCL	1853
40'FCL	1890

HS Code	21041090
Packing	8 x 12
Net Weight	11.52
Gross Weight	12.95
20'FCL	1853
40'FCL	1890

Packing	8 x 6
Net Weight	11.52
Gross Weight	12.95
20'FCL	1853
40'FCL	1890



chicken 10g



vegetable 10g



beef 10g



chicken 20g



vegetable 20g



beef 20g



chicken 80g



vegetable 80g



beef 80g



chicken 120g



vegetable 120g



beef 120g



chicken 240g



vegetable 240g



beef 240g

Stock Pots 100g

HS Code	21041090
Packing	8 x 4
Net Weight	0.80
Gross Weight	1.00
20'FCL	7200
40'FCL	14400



chicken



vegetable



beef

Stuffing Mixes

HS Code	21041090
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	



sage & onion 85g



sage & onion 170g



garlic & thyme 170g



sage & onion 340g

	48	24	24	12
Net Weight	4.08	4.08	4.08	4.08
Gross Weight	5.10	4.80	4.80	4.53
20'FCL	1890	1890	1890	3312
40'FCL	3910	3920	3920	7966

Oriental Seasoning

HS Code	21041090
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	



ginisa mix 8g



adobo mix 50g



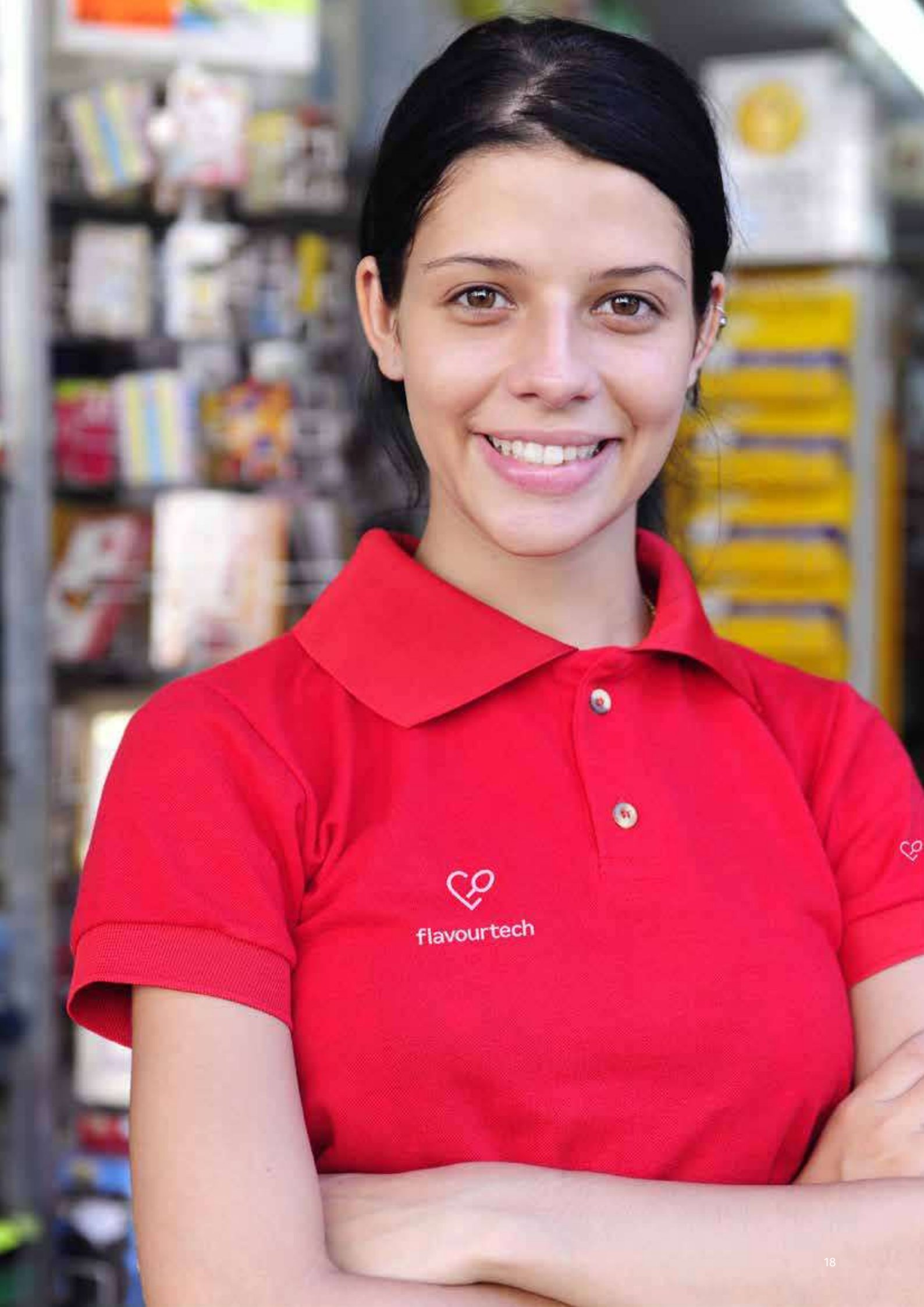
sinigang mix 50g



tinola mix 25g

	60 x 12	3 x 24	3 x 24	3 x 24
Net Weight	5.76	3.60	3.60	1.8
Gross Weight	6.31	3.91	3.91	1.95
20'FCL	1305	2249	2249	2249
40'FCL	3007	5460	5460	5460






flavourtech



Budget

AFFORDABLE QUALITY

Our Budget range is a low price leader and because it comes with a reputation for quality and taste, budget-conscious consumers actively seek it out.

The Budget range is great for consumers watching their spending, yes, but it's also great for retailers. It's an easy way to add an almost-bespoke budget range to a brand, expanding consumer choice and, at the same time, the consumer base. Everybody wins!

It gives them the opportunity to create a budget brand of their own.

We've favoured the Budget brand to showcase a range of staples both sweet and savoury.

Choose from:

- Instant fried noodles for convenience, speed and taste.
- Stock pots to add richness, depth and taste to any stew or soup.
- Baking powder for everyday breads and cakes.
- Custard powder for quick puddings enjoyed by busy families.
- White oats, the breakfast time favourite.

Instant Fried Noodles

HS Code	19023000
Packing	24
Net Weight	2.04
Gross Weight	2.20
20'FCL	3124
40'FCL	7500



chicken 85g



vegetable 85g



beef 85g



shrimp 85g

Instant Cup Noodles

HS Code	19023000
Packing	24
Net Weight	1.44
Gross Weight	1.61
20'FCL	--
40'FCL	2904



chicken 60g



vegetable 60g



beef 60g



shrimp 60g





White Oats

HS Code	11041200
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	



200g



510g

	48	15
	9.6	7.65
	10.37	8.45
	1018	1064
	2345	2450

Custard Powder

HS Code	21069098
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	



85g



454g

	200	20
	8.50	9.08
	9.35	9.81
	625	1470
	---	---

Baking Powder

HS Code	21023000
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	



85g



200g



454g



110g

	200	50	40	72
	17.00	10.00	18.16	7.92
	18.16	10.60	19.25	10.74
	1250	2105	1246	1691
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We care.

Our skillful and dedicated team is committed to creating great relationships and outstanding products.





Mr. Coffee

THAT FIRST SIP

Mr. Coffee is our boutique range of specially roasted, blended and dried coffee and is an instant hit.

Our range lets consumers match their mood to their coffee choices, but we don't believe in making coffee more difficult than it need be. Our straightforward Mr. Coffee range gives consumers a great choice but not a confusing one. We listened to our consumers, so we've created:

- A Classic blend as an everyday pick-me-up.
- A rich, vibrant Strong blend for an after dinner luxury.
- Two choices of flirty and frothy Cappuccino for customers who like their coffee as a kind-of-dessert (and who doesn't?).
- A sophisticated Latte for that chilling-in-a-cafe feel.
- A cosmopolitan French Vanilla for a tasty twist.
- A super-chocolatey Mocha for a little indulgence.
- A smooth Creamy blend for some melt-in-the-mouth relaxation.
- An ideal Instant Coffee for an early morning.

Coffee Drinks

HS Code	2101110000
Packing	
Net Weight	
Gross Weight	1215
20'FCL	2830
40'FCL	

			
classic 2in1 10g (0.35oz)	classic 3in1 20g (0.71oz)	creamy latte 22.4g (0.79oz)	strong 3in1 20g (0.71oz)
12 x 24	12 x 24	12 x 24	12 x 24
2.88	5.76	6.45	5.76
3.11	6.22	7.10	6.22
-	-	-	-
-	-	-	-

Coffee Drinks

HS Code	2101110000
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	

			
2in1 classic 14g (0.49oz)	3in1 classic 17g (0.59oz)	3in1 salted caramel 17g (0.59oz)	3in1 irish coffee 17g (0.59oz)
15 x 8	15 x 8	10 x 12	10 x 12
1.68	2.04	2.04	2.04
1.81	2.19	2.19	2.19
-	-	-	-
-	-	-	-

Coffee Drinks

HS Code	2101110000
Packing	12 x 30
Net Weight	
Gross Weight	
20'FCL	
40'FCL	

			
2in1 classic 14g (0.49oz)	classic 3in1 17g (0.59oz)	classic 3in1 20g (0.71oz)	strong 3in1 20g (0.71oz)
10 x 12	10 x 12	12 x 30	12 x 30
1.68	2.04	7.20	7.20
1.81	2.19	7.63	7.63
-	-	925	925
-	-	2225	2225

Coffee Drinks



instant coffee
250g (8.81oz)

HS Code	2101110000
Packing	15
Net Weight	3.75
Gross Weight	5.14
20'FCL	1075
40'FCL	2475

Non-dairy Creamer



170g (5.99oz)
PET canister



400g (14.10oz)
PET canister



900g (31.74oz)
pouch in box



450g (15.87oz) fat free
PET canister

HS Code	21069099
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	

	24	15	12	15
Net Weight	4.08	6.00	10.80	6.75
Gross Weight	5.20	7.28	11.50	7.80
20'FCL	1800	1340	980	1340
40'FCL	4310	3150	2340	3150

Non-dairy Creamer (flavoured)



425g (14.99oz)
PET canister



425g (14.99oz)
PET canister



425g (14.99oz)
PET canister

HS Code	21069099
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	

	15	15	15
Net Weight	6.375	6.375	6.375
Gross Weight	7.65	7.65	7.65
20'FCL	1340	1340	1340
40'FCL	3150	3150	3150

Solana

THE STORE CUPBOARD CLASSIC

Our Solana products have long been the stars of the store cupboard. High quality, affordable and convenient, Solana is a range of useful everyday basics that help consumers whip up quick, tasty no-fuss meals.

Solana is a brand favourite and has that special tried and tested character that consumers trust. This means that consumers pick it from the shelves without even having to think about it. It's just a part of their lives.

Choose from:





- Solana Cornflour, our hardworking, multi-purpose baking essential.
- Solana White Oats, for quick breakfasts and easy tray bakes.
- Solana Semolina, fuss-free simplicity.
- Solana Crème Caramel, creamy, delicious and quick.
- Solana Flavour Gelatin, bursting with fun fruit flavours.
- Cake mixes and Pancake shakers.







White Oats

HS Code	11041200
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	

			
300g	400g	500g	1Kg
24	12	24	12
7.20	4.80	9.60	12.00
10.15	6.39	12.46	14.82
846	3300	846	780
1910	4147	1910	2000





Rolled Oats

HS Code	11041200
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	

	
500g	1Kg
12	6
6.00	6.00
6.60	6.6
1346	1346
3102	3102

Corn Flour

HS Code	11022000
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	

			
100g	200g	400g	500g
72	48	24	24
7.20	9.60	9.60	12.00
8.62	10.99	12.46	14.86
1375	1222	1187	1187
2750	2161	---	---

Semolina

HS Code	19012000
Packing	24
Net Weight	12.00
Gross Weight	14.82
20'FCL	1187
40'FCL	---



500g

Pastry Mix

HS Code	21069098
Packing	12
Net Weight	
Gross Weight	
20'FCL	
40'FCL	



crumble Mix 227g



scone mix 320g



short crust 450g

	2.72	3.84	5.40
	2.94	4.15	5.83
	--	--	2150
	--	--	4960

Cake Mixes 500g

HS Code	19012090
Packing	12
Net Weight	6.00
Gross Weight	6.85
20'FCL	2150
40'FCL	4960



vanilla



milk chocolate



dark chocolate



orange

Pancake Mix 907g

HS Code	19012090
Packing	12
Net Weight	10.88
Gross Weight	11.81
20'FCL	2150
40'FCL	4960



Butter Milk

Pancake Mix (shaker)

HS Code	19012090
Packing	12
Net Weight	
Gross Weight	
20'FCL	2170
40'FCL	5000



original 175g



chocolate 200g



red velvet 200g



pancake & waffle mix 250g

	2.10	2.40	2.40	3.00
	2.33	2.69	2.69	3.36

Whipped Topping Mix

HS Code	21069060
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	



72g/2 sachet



144g/4 sachet

	24	12
	1.73	3.46
	2.80	5.12
	2500	5150
	2750	5640

Flavour Gelatin 85g

HS Code	21069020
Packing	12x12
Net Weight	12.24
Gross Weight	13.77
20'FCL	1190
40'FCL	---



cherry



orange



strawberry



pineapple



lemon



strawberry/banana

Crème Caramel 70g

with caramel topping

HS Code	21069020
Packing	12x12
Net Weight	10.08
Gross Weight	11.49
20'FCL	795
40'FCL	1832



crème caramel

Custard Powder

HS Code	19019099
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	



300g






450g

	36	24
	10.80	10.80
	13.51	13.46
	1133	1133
	2611	2611

Baking Powder

HS Code	21023000
Packing	
Net Weight	
Gross Weight	
20'FCL	
40'FCL	

		
110g	225g	450g
72	48	24
7.92	10.80	10.80
10.74	14.62	13.74
1400	1090	1100
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Drink Crystals 10g

	Makes 2 litres
HS Code	220299300000
Packing	24 x 24
Net Weight	5.76
Gross Weight	6.34
20'FCL	980
40'FCL	2250

			
orange	mango	pineapple	lemon
			
apricot/peach	melon	strawberry	guava
			
fruit cocktail	berries		



We never stand still.

We strive to be continually inventive, scanning the horizon for new trends and changing consumer expectations. We use our insight to create quality brands that resonate with consumers everywhere.





Mak-C

IN EVERY HOME

Mak-C is a well-established and well-loved brand, enjoyed by consumers for over 25 years. Our Mak-C range has evolved and grown in line with community tastes and needs, and now we have a stunning range of taste and flavour that's affordable, convenient and of supreme quality.

The beauty of the Mak-C range is that it's tried and trusted brand. We've done all the hard work for you. Mak-C is an easy brand to introduce and market, and even easier to build on, giving you a loyal and growing community of customers.

There's sweet and savoury in this range: something for busy mums, students on the go and commuters wanting something quick and tasty after a hard day at work.

Our Mak-C range includes:

- Instant fruity drinks in a feast of flavours.
- Refreshing ice teas.

Drink Crystals 2Kg

	Makes 16 litres
HS Code	220299300000
Packing	6
Net Weight	12.00
Gross Weight	13.08
20'FCL	1007
40'FCL	



orange



mango



lemon



pineapple



melon



watermelon



tangerine



apricot/peach



strawberry



guava



fruit cocktail



berries



pineapple/coconut



passion fruit



soursop

Drink Crystals 750g

	Makes 6 litres
HS Code	220299300000
Packing	15
Net Weight	11.25
Gross Weight	12.62
20'FCL	1109
40'FCL	



orange



mango



lemon



pineapple



honey melon



apricot/peach



guava



fruit cocktail



berries

Drink Crystals 510g

	Makes 5.6 litres
HS Code	220299300000
Packing	12
Net Weight	6.12
Gross Weight	6.65
20'FCL	
40'FCL	



orange



mango



pink lemonade



peach



watermelon



grapes



cherry

Drink Crystals 500g

	Makes 4 litres
HS Code	220299300000
Packing	20
Net Weight	10.00
Gross Weight	10.74
20'FCL	1300
40'FCL	2467



orange



mango



pineapple



apricot/peach



honey melon



strawberry



guava



fruit cocktail



berries

Drink Crystals 35g

	Makes 1 litre
HS Code	220299300000
Packing	10 x 12
Net Weight	4.20
Gross Weight	5.10
20'FCL	2050
40'FCL	4725



orange



mango



pineapple



watermelon



strawberry



guava



fruit cocktail



pineapple/ginger



pineapple/coconut



passion fruit



soursop



sorrel

Ice Tea 50g

	Makes 1 litre
HS Code	220299300000
Packing	12 x 10
Net Weight	6.00
Gross Weight	7.15
20'FCL	1660
40'FCL	3800



mango



lemon



peach



raspberry



We never stand still.

We strive to be continually inventive, scanning the horizon for new trends and changing consumer expectations. We use our insight to create quality brands that resonate with consumers everywhere.

Tri-C

INSTANT HAPPINESS

Tri-C is an instant powder drink enriched with added Vitamin C. Just add water for a fresh, fruity thirst quencher. Its sunny, zingy personality is especially appealing to families, and, because it's easy to store, simple to use and available in jumbo family sizes, it's a proven and cost-effective refresher for mums and dads with thirsty children worldwide.

Tri-C is a popular everyday drink but what we've found is that it's become especially popular for family gatherings. Tri-C's convenience, taste and stunning range of yummy flavours has made it the go-to drink for family gatherings across the Middle East and East Africa. It has a celebrational character that suits every happy occasion. There really is a Tri-C for everyone in the family.

We love to delight consumers with tastes they enjoy. Although our Tri-C brand includes a banquet of natural flavours universally known and loved, we've also tailored some flavours specifically to resonate with particular communities. And because the world's becoming even more interconnected, we're giving our consumers the opportunity to try fresh new flavours of fruit they may never have seen before!





Drink Crystals 2.5Kg

	Makes 20 litres
HS Code	220299300000
Packing	6
Net Weight	15.00
Gross Weight	16.50
20'FCL	1007
40'FCL	



orange



mango



lemon



pineapple



melon



watermelon



tangerine



apricot/peach



strawberry



guava



fruit cocktail



berries



passion fruit



soursop

Drink Crystals 750g

	Makes 6 litres
HS Code	220299300000
Packing	15
Net Weight	11.25
Gross Weight	12.62
20'FCL	1109
40'FCL	



orange



mango



lemon



pineapple



honey melon



apricot/peach



strawberry



guava



fruit cocktail



berries

Drink Crystals 500g

	Makes 4 litres
HS Code	220299300000
Packing	20
Net Weight	10.00
Gross Weight	10.74
20'FCL	1300
40'FCL	2467



orange



mango



pineapple



guava



fruit cocktail

Drink Crystals 10g

	Makes 4 litres
HS Code	220299300000
Packing	24 x 24
Net Weight	5.76
Gross Weight	6.34
20'FCL	980
40'FCL	2250



orange



mango



apricot/peach



honey melon



fruit cocktail







flavourtech

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