



PICKLED OF 'UÇBURUN' PEPPERS



It is known as 'uçburun' pepper in our country, but in other countries they call it 'pepperoncini'. We offer a unique flavour to pickle lovers with its hot taste. Our farmers, with whom we have a contracted agriculture agreement, take great care of the 'uçburun' pepper plants during the growing period. We deliver the peppers collected from the garden with great precision to our pickling plant in the fastest way possible. After all the control processes, the pickles prepared with the fermentation method are packed in jars and delivered to 13 different countries from Turkey with controlled logistics. Finally, our pickles match perfectly with foods such as pizzas and sandwiches and find their way onto our consumers' tables



THE PROUD STORY OF THE 'UÇBURUN' PEPPER

As KFC Gıda A.Ş., we have been carrying out a project with Department of Horticulture, Agriculture Faculty of Ege University within the scope of University-Industry R&D projects since 2018. We have worked in coordination with academics from the university and agricultural engineers working at KFC Gıda for 5 years. As a result of our support for the breeding work in this project, a new "uçburun" pepper variety emerged.

In 2003, the journey of our Brezza brand, which started with our first trademark registration, continued in 2018 when we received the production permit for the variety named Brezza. Brezza is now on the tables of 13 different countries! This variety is hot, suitable for processing, large, with excellent fruit quality characteristics.

'Brezza pepper' yields approximately 4 tonnes of product per decare. In this way, it also supports our producers. We are aware that we need to support our producers to ensure the sustainability of production. More peppers means more profit for the producer! As KFC Gıda, we named this variety "Brezza" with great pride that our pickle brand. In this way, we introduced a new seed to firstly our country.



PROJECT OF ACHIEVEMENTS

- 1- 'Brezza' provides extra income to the farmer thanks to its high productivity and quality characteristics.
- 2- Sustainability of food production and consumption is ensured with results that make producers and consumers happy.
- 3- The use of pesticides in plant production is reduced by developing varieties that can withstand adverse conditions.
- 4- Thanks to this project, creating varieties of processable quality suitable for the pickle industry also supports the continuity of production.
- 5- K.F.C. Gıda supports the innovation and continuity of industrial products by supporting the projects emerging with University & Industry Cooperation in its country.
- 6- 'Brezza' provides employment to producers around K.F.C. Gıda by providing efficient and quality seeds.



'Brezza' is on the production list of the Republic of Turkey Ministry of Agriculture and Forestry Seed Registration and Certification Centre

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2.A Increase investment, including through enhanced international cooperation, in rural infrastructure, agricultural research and extension services, technology development and plant and livestock gene banks in order to enhance agricultural productive capacity in developing countries, in particular least developed countries. Since 2018, K.F.C. Gıda has been supporting the protection of plant genetic resources by preventing the loss of varietal characteristics of the uçburun pepper variety with the breeding project carried out in cooperation with Ege University Faculty of Agriculture, Department of Horticulture. At the same time, in 2024, we started to ensure the follow-up of our contracted pepper producers on digital platforms at every stage from production to distribution. In this way, the production process is more controlled.

9.B Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities. Raw materials with expected properties are easier to process. Breeding efforts allow to obtain varieties that provide raw materials suitable for processing. We support the breeding work that has been ongoing since 2018.



12.B Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products. As a company, securing sustainable production and consumption patterns is an important goal for us. With this project, we serve 12.goal of sustainable developments to find new solution that enable sustainable production and efficient use of natural resources, reduce food losses along harvest.



Breeding Work Is Still Ongoing For The Uçburun Peppers.



Reference: <https://sdgs.un.org/goals>