



FINANCIAL SUPPORT PROGRAM

Brand and Marketing Strategies of Antep Pistachio



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Brand and Marketing Strategy of Antep Pistachio

This file has been prepared in order to better explain the superior aspects of pistachio, especially against its competitors in the global market, and to discuss the strategies that we will follow to increase the competitive advantage of pistachio producers in Gaziantep.

Before explaining these strategies, we would like to define the brand.

What is the brand?

A brand is a set of expectations, memories, stories, relationships, and emotions that cause the consumer to prefer one product or service over another. The brand is the "promise" given and kept to the customer.

We should think of Pistachio as a "brand", first clarify the main promises of this brand, and then work on how to market these promises to customers. We want to make Pistachio a growing brand, so we wanted to examine the four principles of being a growing brand.

Being a growing brand

1. Better value for money paid

- THE VALUE YOU OFFER. What you need to consider when creating your brand's value proposition should be how you can meet the burden and pleasure in the customer's life BETTER than your competitors with your brand and/or product. Your brand should be able to relieve a burden in your customer's life better than your competitors, or it should be able to make a pleasurable situation more pleasurable. This is the essence of the brand value proposition.
- The way to reveal the sources of burden and pleasure is to delve deeper into the inner world and behaviors of the customer.

2. To be among the brands that the customer will want to buy

- What should you do to be among the brands in the mind of the customer? The short answer is: make regular communication (advertising). However, regular communication alone is not enough. It is also necessary to create a

brand memory that includes the value proposition offered by the brand and the distinctive elements of the brand (color, logo, shape, form, emblem, sound, etc.).

- Brand memory allows you to easily match the category with your brand, and provide you with distinctive shortcuts that make it possible to stand out from the competing options.

3. Being available at the time of purchase

- Have as good a value proposition as you want, be among the brands in the minds of as many customers as you want, if you are not physically present at the point of sale at the time of purchase, you will not have a chance to sell. So the third rule is **availability**.

4. Removing barriers to purchasing

- Even though you have a fantastic value proposition, you are one of the brands in people's minds, and you are at the point of sale, the customer may still not buy you. Removing barriers to final pedestal buying. This is the field to win the battle by fighting hand-to-hand, which brand management must implement every day and every moment. What does it mean to remove barriers to purchasing? The simple answer is not to leave excuses for the customer to stop buying your product. In other words, to outperform competitors in factors such as price, product variety, packaging configuration, payment facilities, after-sales assurances. It is more effective to focus on providing perfect performance on the elements that are of higher priority for the customer, rather than trying to do everything at once while removing the barriers to purchasing. So, for example, while after-sales assurances are a very important factor, focusing on price advantage may still lead to not being preferred.

1. Target Group

The aim of all marketing activities is to cause change in the behavior and preferences of customers. So, whose preferences should we change? The answer to this question should be kept in mind in all marketing processes. That's why an essential element of a brand strategy is the target audience. Who is our target audience, we will examine them so that pistachios can be marketed.

We will examine the target audience of the Pistachio brand under two main headings.

- Our country-by-country export markets.
- Business and professional groups

1. Target Countries

We set out from the data we have in order to determine the target countries. We examined the pistachio market with the information we received from the trademap.org (4) website.

Top 20 Pistachio Importer Countries

HSE	Importers	Value imported in 2019 (USD thousand)*	Trade balance in 2019 (USD thousand)	Quantity imported in 2019	Quantity Unit	Unit value (US\$/unit)	Annual growth in value between 2015-2019 (%)	Annual growth in quantity between 2015-2019 (%)	Annual growth in value between 2019-2019 (%)	Share in world imports (%)	Average distance of supplying countries (km)	Concentration of supplying countries	Average tariff (estimated) applied by the country (%)
	World	2,808,248	105,827	360,315	Tons	7,794	8	7	16	100	8,472	0.56	
	China	802,115	-793,698	111,638	Tons	7,185	80	80	130	28.6	8,693	0.49	13.4
	Hong Kong, China	493,492	-106,807	64,379	Tons	7,666	-5	-4	-14	17.6	11,996	0.86	0
	Germany	308,457	-243,244	35,696	Tons	8,641	8	14	11	11	7,044	0.81	0.4
	Spain	134,717	-124,163	14,277	Tons	9,438	14	17	23	4.8	6,366	0.63	0.4
	Italy	95,790	-91,627	11,040	Tons	8,673	0	12	10	3.4	4,483	0.31	0.4
	Belgium	91,603	-37,871	10,419	Tons	8,792	4	7	7	3.3	6,667	0.87	0.4
	India	90,685	-80,663	10,300	Tons	8,824	20	19	2	3.2	8,682	0.42	24.1
	Luxembourg	72,843	-67,683	8,482	Tons	8,588	-16	-18	-4	2.6	6,326	0.76	0.4
	Netherlands	67,189	-8,314	7,561	Tons	8,998	-12	-5	-17	2.4	6,444	0.81	0.4
	Saudi Arabia	65,711	-65,698	7,366	Tons	8,921	32	1	11	2.3	10,264	0.76	4.5
	Russian Federation	63,840	-63,478	6,543	Tons	9,726	36	36	46	2.3	2,643	0.51	3.2
	France	63,586	-57,930	7,004	Tons	9,079	-1	4	1	2.3	6,873	0.86	0.4
	Viet Nam	58,142	-36,748	13,668	Tons	4,255	-38	-27	-36	2.1	6,112	0.51	16.1
	United Arab Emirates	45,228	-13,104	5,383	Tons	8,400	-44	53	41	1.8	11,680	0.87	4.5
	Israel	39,686	-38,686	0	No quantity		4		49	1.4	9,897	0.9	18.6
	United Kingdom	35,043	-34,428	3,912	Tons	8,958	0	-5	1	1.2	5,661	0.7	0.4
	Poland	23,257	-22,972	2,595	Tons	8,962	4	0	-5	0.8	7,101	0.72	0.4
	Jordan	18,392	-14,778	2,638	Tons	7,187	281	162	13	0.7	10,130	0.94	23.9
	Australia	17,294	-8,149	2,000	Tons	8,647	20	30	26	0.6	14,513	0.91	0
	Taipei, Chinese	17,286	-12,286	1,916	Tons	9,013	8	7	6	0.6	11,077	0.7	4.4

You can see the top 20 importing countries in the table above. Some of these countries are merchant countries that use pistachios, while others buy and sell them. Some countries have an established and stable pistachio trade, some have an increase between 2015 and 2019, and some have a decrease. It is not enough to just look at the top 20 importers to determine the right target audience. That's why we examined the 20 countries that increased their imports the most in these years.

20 Countries That Have Increased Their Imports Most in the Last 5 Years

HS8	Importers	Select your indicators ▼												
		Value imported in 2019 (USD thousand)	Trade balance in 2019 (USD thousand)	Quantity imported in 2019	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2015-2019 (%)	Annual growth in quantity between 2015-2019 (%)	Annual growth in value between 2015-2019 (%)	Share in world imports (%)	Average distance of supplying countries (km)	Concentration of supplying countries	Average tariff (estimated) applied by the country (%)	
	World	2,109,248	105,927	390,515	Tons	7,794	0	7	18	100	8,472	0.56		
	Myanmar	1,300	-1,393	408	Tons	3,414	322		84,587	0	2,166	0.50	14.3	
	Ukraine	2,444	-2,947	204	Tons	8,005	209	155	320	0.1	8,725	0.66	4.1	
	Jordan	10,850	+14,779	2,639	Tons	7,197	291	182	13	0.7	10,100	0.94	23.8	
	Iraq	359	-856	115	Tons	8,466	246		32	0	8,808	0.51	—	
	Georgia	2,761	-1,329	1,155	Tons	2,390	206		106,822	0.1	3,755	0.32	19	
	Armenia	1,890	-1,330	267	Tons	7,079	189	185	-18	0.1	1,714	0.82	3.2	
	Jamaica	39	+39	17	Tons	2,294	117		41	0	6,467	0.56	—	
	Kuwait	2,859	-2,669	281	Tons	8,435	103	111	0	0.1	11,237	0.58	4.5	
	Sri Lanka	160	-160	13	Tons	12,308	88		1,249	0	1,733	0.62	29.3	
	Libya, State of	690	-690	85	Tons	8,118	87		813	0	9,090	1	—	
	Ship stores and bunkers	488	-488	47	Tons	10,383	46	112	1,105	0	1	1	—	
	Moldova, Republic of	49	-49	3	Tons	16,335	80		371	0	1,348	0.47	9.3	
	China	802,115	-793,696	111,639	Tons	7,185	90	80	130	28.6	6,883	0.49	13.4	
	Azerbaijan	713	-713	101	Tons	7,069	79	25	6	0	1,373	0.47	14.4	
	Montenegro	70	-79	7	Tons	11,286	79	87	10	0	324	0.69	6.5	
	Kyrgyzstan	2,972	-2,340	2,444	Tons	1,216	75	69	132	0.1	2,801	0.43	3.2	
	Indonesia	306	-301	89	Tons	3,438	70	46	76	0	9,668	0.35	4.7	
	Bulgaria	2,090	-2,022	248	Tons	8,496	68	27	-16	0.1	6,326	0.43	0.4	
	Bahrain	2,753	-2,763	304	Tons	9,195	87	75	81	0.1	11,738	1	4.5	
	Lebanon	3,627	-3,483	400	Tons	8,202	87	104	87	0.1	19,182	0.69	4.1	

Since the import volumes of some of the countries that increased their imports the most, and to reach a more accurate result, we also examined the 50 largest importers, and as a result of this analysis, we determined the following countries that increased their imports the most.

Of the Top 50 Importers, 24 Countries That Increased Their Imports the Most in the Last 5 Years

1. Ukraine (Y)
2. Jordan (Y)
3. Georgia (Y)
4. Kuwait (Y)

5. China
6. Kyrgyzstan (Y)
7. Bulgaria (Y)
8. Bahrain (Y)
9. Lebanon (Y)
10. Dubai
11. Czechia (Y)
12. Russia (Y)
13. Morocco (Y)
14. Saudi Arabia (Y)
15. Slovakia (Y)
16. Kazakhstan (Y)
17. India
18. Australia
19. Thailand
20. Romania (Y)
21. Spain (Y)
22. Lithuania (Y)
23. Germany (Y)
24. Italy (Y)

(Y); It shows geographical proximity, low logistics costs in imports can provide an advantage to our exporters.

2. Target Business and Occupational Groups

Who can buy Pistachio in the target countries we have determined? Undoubtedly, the first answer is Peanut Wholesalers. However, peanut wholesalers make purely demand-based purchases. In other words, they concentrate on which peanut type there is demand and demand. That's why it's the most logical way for us to convince businesses that actually use peanuts. Which occupational groups use peanuts?

- **Nuts industry**
- **Turkish Delight and Desserts (Baklava, Kadayif etc.)**
- **Breakfast Industry (Halva, Paste etc.)**
- **Bakeries**
- **Ice cream makers**
- **Chocolate manufacturers**

Although the **nuts industry** is one of the industries that consume the most pistachio, it should not be among our priority targets. Because the main competitors of Pistachio, Iran Pistachio and especially California Pistachio have a clear competitive advantage in this field. The reason for this is that these pistachios are more cracked and larger. Despite their lack of flavor, competitor pistachios are larger, more open-mouthed, and can be opened with one hand.

Turkish delight and Turkish desserts such as baklava and kadayif are among the areas where Pistachio is consumed the most in the domestic market. Increasing and accelerating the development of these products in export markets will also increase our export statistics.

The breakfast products industry can be an important target business line. The use of pistachios in the breakfast food industry can be evaluated under 3 sub-titles. The first is the production of halva, which is consumed abundantly both in Turkey and in the Arab and Middle Eastern geography. The second is breakfast spread cream products, dominated by hazelnuts and peanuts. Third, the breakfast cereal products with almonds and walnuts as additional ingredients.

The bakery, ice cream and chocolate industries are active and vibrant industries in almost every country in the world. Moreover, in these industries, features such as flavor, aroma and color, on which Pistachio is superior, are important. Therefore, we can consider these 3 industries as direct targets.

2. Competitive Analysis

Defining our competitors in pistachio export is also important for us to take the right steps. Again, let's examine country by country first. First of all, we wanted to look at the countries that exported the most between 2015 and 2019.

Top 20 Exporting Countries

HS6	Exporters	Value exported in 2019 (USD thousand)*	Trade balance in 2019 (USD thousand)	Quantity exported in 2019	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2015-2019 (%)	Annual growth in quantity between 2015-2019 (%)	Annual growth in value between 2018-2019 (%)	Share in world exports (%)	Average distance of importing countries (km)	Concentration of importing countries
	World	2,914,175	105,927	390,695	Tons	7,461	8	9	15	100	7,171	0.15
	United States of America	1,750,268	1,749,096	218,519	Tons	7,973	24	28	-22	66.1	10,112	0.12
	Iran, Islamic Republic of	407,071	400,754	62,200	Tons	7,020	-14	-12	36	13	5,120	0.48
	Hong Kong, China	386,885	-100,607	66,494	Tons	5,818	7	4	5	13.3	1,155	0.66
	Germany	65,213	-243,244	8,690	Tons	9,748	-13	-12	-33	2.2	932	0.18
	Belgium	63,732	-27,871	7,349	Tons	8,672	-1	1	-21	2.2	540	0.27
	Netherlands	57,675	-9,914	6,496	Tons	8,900	-13	-8	-19	2	478	0.4
	United Arab Emirates	32,124	-13,104	3,674	Tons	8,744	36	154	10	1.1	3,282	0.53
	Viet Nam	21,383	-38,748	3,643	Tons	5,872	376		10,116	0.7	2,066	0.81
	Luxembourg	15,160	-57,883	1,758	Tons	8,620	-14	-11	102	0.5	453	0.49
	Spain	10,554	-124,193	891	Tons	11,845	-16	-11	-3	0.4	1,119	0.22
	China	8,417	-703,088	1,022	Tons	4,379	30	40	-12	0.3	5,751	0.13
	Australia	8,145	-0,140	833	Tons	9,778	36	28	-30	0.3	8,333	0.79
	Greece	7,870	-4,272	804	Tons	9,215	-19	-18	-52	0.3	1,396	0.14
	Turkey	6,903	6,904	822	Tons	8,398	12	10	-17	0.2	1,695	0.15
	Thailand	5,789	-8,030	2,631	Tons	2,200	644	594	36	0.2	1,965	0.43
	France	5,698	-57,930	663	Tons	10,046	22	27	282	0.2	958	0.48
	Uzbekistan	4,257	1,526	113	Tons	37,017			3,477	0.1	371	0.89
	Jordan	4,213	-14,779	337	Tons	12,501	108	43	94	0.1	3,381	0.42
	Italy	4,123	-81,627	270	Tons	14,903	45	38	87	0.1	1,538	0.32
	Syrian Arab Republic	3,311	-2,988	420	Tons	7,882	90	-7	-64	0.1	2,004	0.35

As you can see in the table, there are countries with increasing and decreasing exports among the top 20 exporters. In order to foresee the trend, it also listed the 25 countries that increased their exports the most from the top 50 exporting countries.

Among the Top 50 Export Countries, the Countries Increasing Their Exports the Most

Thailand	5789	-9030	2631	Tons	2200	644
Viet Nam	21393	-36749	3643	Tons	5872	376
Sweden	475	-1459	40	Tons	11875	347
South Africa	940	-556	101	Tons	9307	138
Bosnia and Herzegovina	74	-1089	7	Tons	10571	134
Latvia	452	-1365	49	Tons	9224	123
Jordan	4213	-14779	337	Tons	12501	108
Portugal	274	-2970	26	Tons	10538	106
Belarus	429	-938	319	Tons	1345	103
United Arab Emirates	32124	-13104	3674	Tons	8744	98
India	222	-90663	19	Tons	11684	54
Syrian Arab Republic	3311	2989	420	Tons	7883	50
Poland	285	-22972	52	Tons	5481	46
Italy	4123	-91627	275	Tons	14993	45
Argentina	1601	1601	243	Tons	6588	44
Kyrgyzstan	627	-2345	294	Tons	2133	43
Australia	8145	-9149	833	Tons	9778	36
Lebanon	44	-3483	13	Tons	3385	32
China	8417	-793698	1922	Tons	4379	30
United States of America	1750268	1749099	219519	Tons	7973	24
France	5656	-57930	563	Tons	10046	22
Bulgaria	68	-2022	14	Tons	4857	19
Spain	10554	-124163	891	Tons	11845	16
Czech Republic	2348	-5165	240	Tons	9783	13
Turkey	6903	6804	822	Tons	8398	12

And of course, in the current situation, we wanted to list the countries we export the most to as Turkey. You can find 24 countries in the table below.

Turkey's Top Exporting Countries

Israel	2,274	2,274	32.9	194	Tons	11,722	9	1
Saudi Arabia	796	796	11.5	138	Tons	5,768	-9	-5
Jordan	597	597	8.6	50	Tons	11,940	165	50
Uzbekistan	574	574	8.3	79	Tons	7,266		81
Iraq	436	436	6.3	52	Tons	8,385		
Spain	390	291	5.6	43	Tons	9,070	133	38
Russian Federation	372	372	5.4	47	Tons	7,915		
Syrian Arab Republic	322	322	4.7	47	Tons	6,851		
Italy	253	253	3.7	25	Tons	10,120	17	9
Azerbaijan	226	226	3.3	41	Tons	5,512	75	102
Sweden	144	144	2.1	15	Tons	9,600	74	66
Egypt	85	85	1.2	10	Tons	8,500	-21	-25
Canada	83	83	1.2	8	Tons	10,375	45	44
Palestine, State of	75	75	1.1	9	Tons	8,333		
Belarus	70	70	1	41	Tons	1,707		
Turkmenistan	54	54	0.8	5	Tons	10,800		-52
Lebanon	31	31	0.4	4	Tons	7,750	-31	-35
Georgia	22	22	0.3	2	Tons	11,000		
Moldova, Republic of	20	20	0.3	1	Tons	20,000		
United Arab Emirates	14	14	0.2	4	Tons	3,500		15
United States of America	14	14	0.2	2	Tons	7,000	-17	-4
Germany	12	12	0.2	1	Tons	12,000	-30	-24
India	10	10	0.1	1	Tons	10,000		
Qatar	10	10	0.1	1	Tons	10,000		

After examining the target audience, competitors, usage areas, competitive advantages and disadvantages, we can list our targets as follows;

- ❖ To try to increase our volume more to the countries where our current exports are high.
- ❖ Trying to reach our target countries from big importers
- ❖ We should highlight our competitive advantages compared to Iranian and California pistachios, and highlight our features such as being more delicious, more aromatic and greener than pistachios.

3. The Promise of the Brand

All of the above-mentioned areas of use such as dessert, ice cream and pastry are areas where superior taste brings extra benefits. Superior flavors give pleasure. All of the features such as taste, aroma and color that pistachio has compared to its competitors are fed by the senses (sight, taste, smell) that appeal to the sense of pleasure. That's why we determined our main strategy as "More Pleasure".

There are also sub-promises supporting the concept of "More Pleasure".

We thought of using the concepts of;

- More Tasty
- More Flavor
- More Color.

Although the export price and kilogram price of pistachios seem to be more expensive compared to Iranian and California pistachios, we can be successful if we manage to explain to the importers and producers that they can reach this flavor with less pistachio.

Therefore, we should use the following concepts in order to be more assertive and to explain that more results can be obtained with less pistachio;

- **Taste** - More taste with less pistachio
- **Flavor** – More flavor with less pistachio
- **Color** - Perfect Green color with less pistachio

4. Marketing Strategy

You can find below the marketing channel / methods we intend to share the brand promises we have determined with buyers and consumers, and the details we recommend;

A. B2B Online Trading Platform

We know that Nizip Commodity Exchange has prepared a website to enable our producers to reach export markets. On this website, pistachio producers and wholesalers located in Nizip will be able to reach world markets. This site also has the potential to be the center of Pistachio's marketing activities. We have prepared some name suggestions for this website. We have prepared name suggestions that will tell us that we are the best, that will help strengthen the "Pistachio" branding or that we can emphasize the taste. We have taken English as the general valid language. You can find our recommendations below;

- anteppistachios.com
- antepistachio.com
- turkishpistachioantep.com
- pistachiotheoriginal.com
- realpistachio.com
- meetthepistachio.com
- pistarichoma.com
- pistachiorich.com
- aromaticpistachio.com
- pistachiobest.com
- pistachio1.com
- pistachiofirst.com
- findbestpistachio.com
- pistachampion.com
- pistachiotop.com
- bestachio.com
- pistachiopi.com
- pistachiostar.com

- tastypisty.com
- tastachio.com
- Antepista.com *

We recommend using the name antepista.com, as it is easy to pronounce in Turkish, includes the word Antep and an abbreviation of the English word pistachio (pistachio).

B. Digital Ads

Video and visual designs should be prepared to effectively explain the advantages of Pistachio compared to its competitors on platforms such as Facebook, Instagram, Youtube, industry portals or other advertising areas where we think our potential customers are located. These designs should tell our brand promises to position the pistachio higher.

To give examples to explain better;

Example 1:

- On the left side of the image, which is divided into two in the middle, there are small color squares consisting of the following colors.
- Perfect Green
- Less Green
- More Less green
- Yellow
- Less Yellow

On the right side of the image,

- Perfect Green Antep Pistachio Kernels (Boz Antep Fıstığı)
- Meverdi Antep Pistachio Kernels
- Red Antep Pistachio Kernels
- Iranian Pistachio
- Californian Pistachio

Example 2:

Again, on one side of the image split right in the middle, a yellow scoop of ice cream and a large scoop of peanuts, on the other side of the image, a teaspoon of pistachio and a much greener scoop of ice cream. On the image, there may be less pistachio, greener ice cream text.

Advertising visuals should be prepared by duplicating these examples. In order for people to try a product or service, assertive statements that will change their preferences are required. Because there are two basic phases for marketing a new product;

- In the 1st Phase, Innovators should be targeted. Customers who say I Discovered, I'm smarter. To these customers;

Discover the world's most delicious / aromatic / green pistachio. The pistachio that gourmets are jealous of you. While America exports California pistachios to the whole world, it imports Antep Pistachio. Such statements should be approached.

- In Phase 2, "follower" customers who say that the majority is right, so many people cannot be wrong should be targeted. For this, too;

Creating a reference. Pistachio used by the most famous patisseries. Pistachio used by the most famous chocolate brands. Pistachio used by the most famous ice cream shops. Such expressions should be used. These 2 phases should be the basis of all marketing activities.

C. Ingredients Marketing

Ingredients marketing is a marketing strategy in which a component of the brand is branded as a separate entity. In other words, this strategy shows that products or services are more valuable and superior to their competitors. E.g; Intel is not a product that is sold directly to consumers, but advertises computers and laptops to the end consumer by using the Intel logo on them.



We need to market pistachios with a similar strategy. E.g; "Pistachio" lettering and logo are used in the local products of Algida ice creams. However, we want Pistachio text and logo to be used not only in local products but also in global products.



D. E-Mail Marketing

We should list the importers in the countries we target and try to reach them by sending an e-mail through our website. Sites such as trademap.org and commercial attachés in countries can provide us with these e-mail addresses.

List of importing companies in Hong Kong, China for the following product
Product category : Nuts, edible

Company name*	Number of product or service categories traded	Number of employees	Country	City	Website
Denta Foods (China) Company Limited	15	0-9	Hong Kong, China	Central	http://www.dentafoods.com
Eastern Zone Company Ltd	16	30-49	Hong Kong, China	Chai Wan	http://www.eastzone.hk/
Leading Star Trading Co	16	50-99	Hong Kong, China	Shaung Wan	http://www.leadingstarfood.com
Metadesign Ltd	21	10-19	Hong Kong, China	Aberdeen	http://www.metadesign.com.hk
On Tak Lungs Limited	4	10-19	Hong Kong, China	Central	http://www.onlakung.com
Reliance Commercial Enterprises (HK) Limited	13	0-9	Hong Kong, China	Wanchai	http://www.rce.com
Yan Sheng Kee (Ming Kee) Coconut & Spices Company Limited	5	10-19	Hong Kong, China	Tuen Mun	http://www.yk-mk.com/

E. Content Marketing

- Content marketing is a strategic marketing approach that focuses on creating and distributing valuable, relevant and consistent content to attract, retain and ultimately drive profitable customer action. So what should we do?
- Pistachio Types
- The most delicious pistachio
- Perfect green pistachio
- Best Pistachio for Ice Cream/Cake/Chocolate
- We must prepare content on the healthiest snack and distribute it both on our website and on influential third-party content channels.

Apart from these articles, we should also explain the usage areas of Pistachio;

What Goes Good With, When to Eat It

- A handful of pistachios in the morning gives you energy
- When you come home, it relaxes you with your drink
- Put in your salad
- Eat after exercise
- Present to your special guests

- Cook inside the pilaf
- Pasta/Pizza/Steak with Pistachio
- Nusret presents it with peanuts, Mehmet Öz explains its benefits
- The tastiest desserts/ice creams are even tastier
- The number of these can be increased together with all our stakeholders.

An Advertisement Example

- The best ice cream in the world. Sssh We know the secret.
- The most delicious cookie in the world. Sssh we know the secret.

We can highlight the value, taste, aroma and unique color that pistachios add to products with advertisements as above. With such advertisements, we can increase the interest in pistachios and create special requests.

Promoting Export and Added Value

- To encourage our producers to export;
- Pistachio Export Champions - Contests can be organized with the names of the export champions of the champion pistachio.
- The most innovative/delicious product awards with pistachio. Gourmet judges.

As a final word, we need a will that we can describe as the owner of Pistachio, which will bring all these to life. We propose a new formation with a name such as the Pistachio Brand group. We foresee that such a will, which will be formed with a wide participation from producers to commodity exchanges, from development agencies and exporters' unions to governorates, will significantly increase our figures even if only the recommendations in this document are implemented.