

# THE ART OF GREAT TASTE

World  
**DAIRY**  
Innovation  
Awards  
2018  
BEST CHEESE  
"HELIX"



CHEESE PRODUCT CATALOG

## THE GREAT TASTING BRAND MURATBEY IS A MULTIPLE AWARD WINNER

Our innovative approach, production capabilities and quality have also been recognized by several national and international institutions and organizations.

We were declared a "Recognized Brand" by the Turkish Patent Institute.

We reached the finals at the ISO Innovation Awards and received Gold award in the Business Results Category.

In 2016 and 2018, we were selected as the best quality brand of Kashkaval cheese in Turkey as part of the research of QUDAL - "Quality medal", which was conducted by the Swiss-based research organization ICERTIAS, only consumer preferences were taken into consideration for these awards.

In 2017, We won the Best Customer and Consumer Experience Award in the Dairy Products sector at the A.L.F.A. Awards organized by Marketing Türkiye. In the same year we became one of the very few companies to receive Export Approval for the European Union.

At the "2018 World Dairy Innovation Awards" we won the "Best Cheese" award for our unique and innovative product Helix (Twisty Cheese).

Three years in a row, Muratbey has won the first prize and gold medal in "Dairy Products" category at the Social Media Awards Turkey 2019, 2020 and 2021 organized by BoomSonar, MarketingTürkiye and the expertise of Deloitte.

Thanks to its project "Educated Children and Strong Tomorrow

Muratbey" launched in 2019, Muratbey was granted the award 'The Brand Adding Value to Children' in the award ceremony "The Companies Adding Value to Children", where significant projects focusing on children are rewarded.

In 2020, Muratbey Helix Cheese was selected "2019/2020 Product of the Year" by readers of the German magazine Milch-Marketing. Helix won the "Gold Award". In the World Dairy Innovation Awards 2020, Misto was selected as the finalist in the category of "Best Kids Milk Products".

Muratbey Misto and Helix Plus won the title of "SIAL Innovation Selection 2020" by a jury made up of independent experts at the SIAL Innovation Paris 2020 organization.

Today, Muratbey has 2 accredited R&D centers, namely the Product R&D Center and the Production Technologies R&D Center.

Also being the first R&D Centers in Usak, Muratbey R&D Centers aims to contribute for a sustainable world by making innovations in its production methods, improving its product quality and standard, improving productivity and reducing its costs as well as developing innovative and unique products in healthy conditions. Several software programs, production equipment and machinery used in Muratbey facilities are designed and produced by Turkish engineers.

Muratbey is a TURQUALITY brand.



## CERTIFICATES





## INNOVATIVE CHEESE BRAND

We proudly present to you Muratbey cheese, a great cheese produced using the latest technologies while maintaining its delicious taste and soft texture.

We deliver brand new cheese varieties to the world that appeal to all tastes. This makes us the leading and most innovative cheese brand in Turkey. For almost a half of a century, the one main ingredient that we have never altered while innovating our cheese creations, is the flavor, taste and freshness of pure natural milk. This is the secret why Muratbey is the delight of every meal and the whole world approves of this great tasting cheese.

We deliver our cheeses to your tables by fermenting them with the unparalleled landscape of Anatolia clean mountain weather, a wide variety of herbs and pure cow's milk full of its natural aroma and taste.





# The Muratbey Trademark that Popularizes Cheese throughout the World

## Innovative Cheese Brand

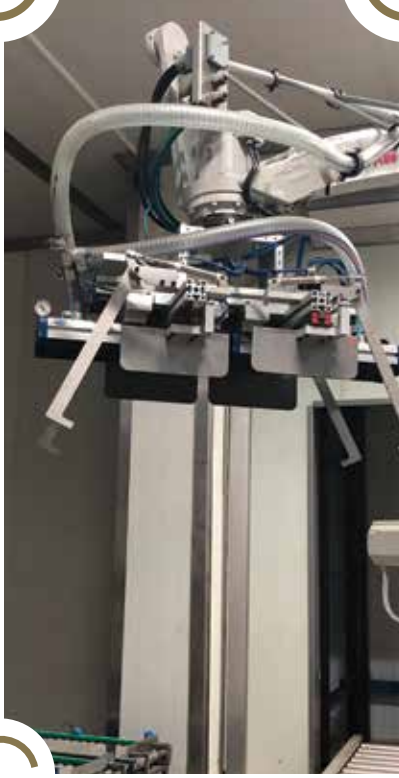
We preserve our traditional and cultural flavors and values of food which boost the popularity of our cheese while expanding its taste with our creative approach. We have created a new Cheese Culture through our innovative products which we have taken beyond Turkey in to the global market and to millions of people, and by turning this into a global success on behalf of our country. Today, Muratbey is a registered trademark in approximately 60 countries. We also own the patent for the original and similar forms of our innovative designed Helix cheese, which is registered in approximately 60 countries.



## The World's Favorite Taste

We succeeded in making cheese a healthy snack that can be eaten at all hours of the day and a flavor that is the delight of each meal.

With our brand name "Muratbey", we export our products to many countries in different regions; being the USA in the first place, Arab Gulf countries, EU countries, UK, Turkic Republics, the Middle East, the Balkans, South Korea, Africa, TRNC, New Zealand and China.



### Our Tasteful Presence Grows Across Years

We were among the top 500 companies in Anatolia in 2014 and became one of the few companies certified for exports to Europe in 2017. As of 2018, we are the leading brand that sustainably succeeding export cheese to EU countries. We maintained our success by becoming the Market Leader in Turkey in the “Special Cheese” category in 2018. According to Nielsen’s 2017-2018 data, we maintain our leadership in the “Special Cheese” category, which has been the only category to grow at a high rate in recent years, with a tonnage share more than twice that of our closest competitor.

In 2020, we were one of the companies that obtained export license in Dairy production to China and we did the first export to China in 2021. At the same time, in 2020 we were one of the top 100 exporting companies in DENIB region.

## Production Facility Compliance With International Standards

Our production plant in Uşak consists of 30,000 sqm of open space and 35,000 sqm of closed area. The daily dairy processing capacity is 700 tons. We produce 1,600 tons of products each month by utilizing the most advanced and cutting edge technologies in the world for which we own the patents. Working together with our cadre of 400 employees, our world-renowned array of cheeses reaches to more than 50,000 points of sale in Turkey and 5 continents in the world.



# For a Strong Immune System

Fortified with Vitamin D.  
100 g of Muratbey Plus cheese meet  
**100% of your daily  
Vitamin D requirement.\***



\* According to UK - Scientific Advisory Committee on Nutrition (SACN) recommendations, 100 grams of Muratbey Plus Cheeses meet 100% of daily Vitamin D requirements of all individuals above the age of 1.

\*\*According to the EU Commission Regulation, 100 grams of the product meet 100% of your daily vitamin D requirement.

\*\*\*According to the U.S. Food and Drug Administration (FDA) criteria, Muratbey Plus cheeses are an excellent source of Vitamin D.





## Fortified Products



### Helix Plus

Weight  
**200 g**

Unit per box  
**12**

Barcode 200 g



Fortified with Vitamin D

### Cheesoft Plus

Weight  
**400 g**

Unit per box  
**16**

Barcode 400 g



Fortified with Vitamin D

### Fresh Kashkaval Plus

Weight  
**300 g**

Unit per box  
**12**

Barcode 300 g



Fortified with Vitamin D

### Kaymaklı Plus

Weight  
**200 g**

Unit per box  
**12**

Barcode 200 g



Fortified with Vitamin D.  
High in whey protein.  
Includes prebiotic.

NEW

UNIQUE  
IN THE  
WORLD



100 grams of the product meet 100% of your daily vitamin D requirement.\*

Download Misto Game and jump into the adventre.

**Misto Game**



GET IT ON  
Google Play



Download on the  
App Store

\* According to UK - Scientific Advisory Committee on Nutrition (SACN) recommendations, 100 grams of this product meets %50 of daily Vitamin D requirements of all individuals above the age of 1.  
\*According to the EU Commission Regulation, 100 grams of the product meet 100% of your daily vitamin D requirement.  
\*\*According to the U.S. Food and Drug Administration (FDA) criteria, Muratbey Misto is an excellent source of Vitamin D.





# For Kids



## Misto Cute Fun Cheese

Weight  
**150/200 g**

Unit per box  
**150 g: 12**  
**200 g: 12**



Barcode 150 g



Barcode 200 g



Fortified with Vitamin D

## Misto Cute Fun Cheese

Weight  
**3500 g**

Unit per box  
**1**



Barcode 3500 g



Fortified with Vitamin D





# **Muratbey Cheese** that is Fermented with the Treasures of Nature

We carry out our production operations with modern technological equipment that complies with TSE COVID-19 Safe Production, TS EN ISO 9001 Quality Management System, ISO 22000 Food Safety management System, and BRC standards. Our world class production is a fruitful and outstanding blend of a half a century of experience with the desire for constant evolution.





## Helix Cheese

Weight  
**150/200 g**

Unit per box

**150 g: 12**  
**200 g: 12**

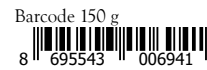


## Topi Cheese

Weight  
**150/200 g**

Unit per box

**150 g: 12**  
**200 g: 12**



## Cheesoft Cheese

Weight  
**200 g**

Unit per box

**24**



## Cheesoft Cheese

Weight  
**400 g**

Unit per box

**16**



## Cheesoft Cheese

Weight  
**700 g**

Unit per box

**12**



## Stick Cheese

Weight  
**200 g**

Unit per box

**12**





## Traditional Cheeses

### Tel Cheese

Weight  
**200 g**

Unit per box  
**12**

Barcode 200 g



### Tel Cheese With Nigella Seeds

Weight  
**200 g**

Unit per box  
**12**

Barcode 200 g



### Dil - String Cheese

Weight  
**200 g**

Unit per box  
**12**

Barcode 200 g



### Örgü - Braided Cheese

Weight  
**200 g**

Unit per box  
**12**

Barcode 200 g



### Antep Cheese

Weight  
**200 g**

Unit per box  
**12**

Barcode 200 g



### İzmir Tulum Cheese

Weight  
**200 g**

Unit per box  
**14**

Barcode 200 g



**NEW**

### Anatolian Mix

String Cheese & Braided Cheese & Tel Cheese

Weight  
**200 g**

Unit per box  
**15**

Barcode 200 g





Van Herby Cheese

Weight  
**250 g**  
Unit per box  
**24**

Barcode 250 g  
8 695543 005135



Circassian Cheese

Weight  
**400 g**  
Unit per box  
**12**

Barcode 400 g  
8 695543 003520



Lor - Curd Cheese

Weight  
**500 g**  
Unit per box  
**12**

Barcode 500 g  
8 695543 003810



Grill Cheese

Weight  
**200 g**  
Unit per box  
**16**

Barcode 200 g  
8 695543 003414



Sliced Grill Burger Cheese

Weight  
**200 g**  
Unit per box  
**16**

Barcode 200 g  
8 695543 003865





## White Cheeses

### Classic White Cheese

in Cheese Storage Container

Weight  
**300 g**

Unit per box  
**16**

Barcode 300 g



### Classic White Cheese - Sliced

in Cheese Storage Container

Weight  
**600 g**

Unit per box  
**8**

Barcode 600 g



### Premium White Cheese - Sliced

in Cheese Storage Container

Weight  
**300 g**

Unit per box  
**16**

Barcode 300 g



(Sheep's and Cow's Milk)

### Premium White Cheese - Sliced

in Cheese Storage Container

Weight  
**600 g**

Unit per box  
**8**

Barcode 600 g



(Sheep's and Cow's Milk)

### Classic White Cheese

Weight  
**450 g**

Unit per box  
**12**

Barcode 450 g



### Premium White Cheese

Weight  
**450 g**

Unit per box  
**12**

Barcode 450 g



(Sheep's and Cow's Milk)







## Fresh Kashkaval Cheeses

### Fresh Kashkaval Cheese

Weight  
**225 g**

Unit per box  
**24**

Barcode 225 g



### Fresh Kashkaval Cheese

Weight  
**300 g**

Unit per box  
**24**

Barcode 300 g



### Fresh Kashkaval Cheese

Weight  
**500 g**

Unit per box  
**12**

Barcode 500 g



### Fresh Kashkaval Cheese

Weight  
**1000 g**

Unit per box  
**12**

Barcode 1000 g



### Sliced Fresh Kashkaval Cheese

Weight  
**225 g**

Unit per box  
**24**

Barcode 225 g



### Shredded Fresh Kashkaval Cheese

Weight  
**200 g**

Unit per box  
**12**

Barcode 200 g





## Gourmet Cheeses

### Shredded Mozzarella Cheese

Weight  
**150 g**

Unit per box  
**15**

Barcode 150 g



**NEW**

### Old Kashkaval Cheese

Weight  
**200 g**

Unit per box  
**12**

Barcode 200 g



**NEW**

### Blue Cheese

Weight  
**100 g**

Unit per box  
**-**

Barcode 100 g



**NEW**

### Mozzarella Cheese

Weight  
**200 g**

Unit per box  
**16**

Barcode 200 g



## Naturena



### Herban Cheese

Weight  
**200 g**

Unit per box  
**10**

Barcode 200 g



Full Fat Fresh Sliced Cheese with Sun Dried Tomato, Basil and Nigella Seeds

### Gourmet Kashkaval Cheese

Weight  
**400 g**

Unit per box  
**12**

Barcode 400 g



### Fessita Cheese

Weight  
**200 g**

Unit per box  
**10**

Barcode 200 g



Full Fat Fresh Sliced Cheese with Basil and Nigella Seeds





## Cream Cheese and Labneh

### Cream Cheese

Weight  
**200/350 g**

Unit per box

**200 g: 18**  
**350 g: 12**

Barcode 200 g



8 695543 003162

Barcode 350 g



8 695543 003179



### Cream Cheese

Weight  
**500 g**

Unit per box

**18**

Barcode 500 g



8 695543 003131



### Labneh

Weight  
**180 g**

Unit per box

**24**

Barcode 180 g



8 695543 005494



NEW



## Butter

### Pasteurized Breakfast Butter

Weight  
**250 g**

Unit per box

**16**

Barcode 250 g



8 695543 000130



### Salted Pasteurized Butter - Trabzon Type

Weight  
**400 g**

Unit per box

**24**

Barcode 400 g



8 695543 005180





# Delicatessen Products

## Helix Cheese

Weight

**1000/4000 g**

Unit per box

**1000 g: 6**

**4000 g: 1**



Barcode 1000 g



Barcode 4000 g



## Topi Cheese

Weight

**1000/4000 g**

Unit per box

**1000 g: 6**

**4000 g: 1**



Barcode 1000 g



Barcode 4000 g



## Cheesoft Cheese

Weight

**5000 g**

Unit per box

**1**



Barcode 5000 g



## Helix Cheese With Nigella Seeds

Weight

**4000 g**

Unit per box

**1**



Barcode 4000 g



## Tel Cheese

Weight

**1000/3000 g**

Unit per box

**1000 g: 6**

**3000 g: 2**



Barcode 1000 g



Barcode 3000 g



## Sliced Grill Burger Cheese

Weight

**900 g**

Unit per box

**8**



Barcode 900 g



## String Cheese

Weight

**2000 g**

Unit per box

**4**



Barcode 2000 g



## Fresh Kashkaval Cheese

Weight

**2000 g**

Unit per box

**6**



Barcode 2000 g



## Stick Cheese

Weight

**4000 g**

Unit per box

**1**



Barcode 4000 g





Product Name	Weight	Unit per box	Unit barcode	Box barcode	HS CODE	Box per Palett	Page Number
Helix Cheese	150 g	12	869 5543 00693 4	869 5543 99410 1	04.06.90.92.00.00	84	11
Helix Cheese	200 g	12	869 5543 00619 4	869 5543 99367 8	04.06.90.92.00.00	84	11
Helix Plus Cheese Fortified with Vitamin D	200 g	12	869 5543 00687 3	869 5543 99399 9	04.06.90.92.00.00	84	7
Helix Cheese	1000 g	6	869 5543 00623 1	-	04.06.90.92.00.00	45	18
Helix Cheese	4000 g	1	869 5543 00671 2	-	04.06.90.92.00.00	208	18
Helix Cheese with Nigella Seeds	4000 g	1	869 5543 00715 3	-	04.06.90.92.00.00	208	18
Topi Cheese	150 g	12	869 5543 00694 1	869 5543 99411 8	04.06.90.92.00.00	84	11
Topi Cheese	200 g	12	869 5543 00629 3	869 5543 99388 3	04.06.90.92.00.00	84	11
Topi Cheese	1000 g	6	869 5543 00633 0	-	04.06.90.92.00.00	45	18
Topi Cheese	4000 g	1	869 5543 00672 9	-	04.06.90.92.00.00	208	18
Misto Cheese Fortified with Vitamin D	150 g	12	869 5543 00695 8	869 5543 99412 5	04.06.90.92.00.00	84	9
Misto Cheese Fortified with Vitamin D	200 g	12	869 5543 00690 3	869 5543 99407 1	04.06.90.92.00.00	84	9
Misto Cheese Fortified with Vitamin D	3500 g	1	869 5543 00763 4	-	04.06.90.92.00.00	208	9
Anatolian Mix	200 g	15	869 5543 00348 3	869 5543 99368 5	04.06.90.99.00.19	120	12
Antep Cheese	200 g	12	869 5543 00340 7	869 5543 99369 2	04.06.90.99.00.19	132	12
Grill Cheese	200 g	16	869 5543 00341 4	8695543 99408 8	04.06.90.99.00.19	150	13
Sliced Grill Burger Cheese	200 g	16	869 5543 00386 5	869 5543 99370 8	04.06.90.99.00.19	120	13
Sliced Grill Burger Cheese	900 g	8	869 5543 00714 6	-	04.06.90.99.00.19	30	18
Örgü - Braided Cheese	200 g	12	869 5543 00339 1	869 5543 99371 5	04.06.90.99.00.19	132	12
Tel Cheese	200 g	12	869 5543 00344 5	869 5543 99372 2	04.06.90.99.00.19	132	12
Tel Cheese	1000 g	6	869 5543 00462 6	869 5543 99387 6	04.06.90.99.00.19	50	18
Tel Cheese	3000 g	2	869 5543 00716 0	869 5543 99430 9	04.06.90.99.00.19	50	18
Tel Cheese with Nigella Seeds	200 g	12	869 5543 00524 1	869 5543 99451 4	04.06.90.99.00.19	132	12
Circassian Cheese	400 g	12	869 5543 00352 0	-	04.06.90.29.00.00	50	13
Stick Cheese	200 g	12	869 5543 00634 7	869 5543 99329 6	04.06.90.92.00.00	84	11
Stick Cheese	4000 g	1	869 5543 00637 8	-	04.06.90.92.00.00	208	18
Cheesoft Cheese	200 g	24	869 5543 00696 5	869 5543 99413 2	04.06.90.32.00.92	50	11
Cheesoft Cheese	400 g	16	869 5543 00621 7	869 5543 99311 1	04.06.90.32.00.92	72	11
Cheesoft Plus Cheese Fortified with Vitamin D	400 g	16	869 5543 00676 7	869 5543 99406 4	04.06.90.32.00.92	72	7
Cheesoft Cheese	700 g	12	869 5543 00622 4	869 5543 99312 8	04.06.90.32.00.92	48	11
Cheesoft Cheese	5000 g	1	869 5543 00611 8	-	04.06.90.32.00.92	208	18
Dil - String Cheese	200 g	12	869 5543 00725 2	869 5543 99438 5	04.06.90.99.00.19	132	12
Dil - String Cheese	2000 g	4	869 5543 00394 0	869 5543 99142 1	04.06.90.99.00.19	50	18
Naturena - Sliced Herban Cheese	200 g	10	869 5543 00646 0	869 5543 99403 3	04.06.90.29.00.00	120	16
Naturena - Sliced Fessita Cheese	200 g	10	869 5543 00645 3	869 5543 99402 6	04.06.90.29.00.00	120	16
Sliced Fresh Kashkaval Cheese	225 g	24	869 5543 00543 2	869 5543 99466 8	04.06.90.29.00.00	50	15
Fresh Kashkaval Cheese	225 g	24	869 5543 00005 5	869 5543 99004 2	04.06.90.29.00.00	120	15
Fresh Kashkaval Cheese	300 g	24	869 5543 00723 8	869 5543 99437 8	04.06.90.29.00.00	60	15
Fresh Kashkaval Cheese	500 g	12	869 5543 00762 7	869 5543 99538 2	04.06.90.29.00.00	72	15
Fresh Kashkaval Cheese	1000 g	12	869 5543 00002 4	869 5543 99319 7	04.06.90.29.00.00	50	15
Fresh Kashkaval Cheese	2000 g	6	869 5543 00003 1	869 5543 99431 6	04.06.90.29.00.00	40	18
Fresh Kashkaval Plus Cheese Fortified with Vitamin D	300 g	12	869 5543 00685 9	869 5543 99397 5	04.06.90.29.00.00	120	7
Shredded Kashkaval Cheese	200 g	12	869 5543 00349 0	869 5543 99260 2	04.06.90.29.00.00	120	15
Gourmet Kashkaval Cheese	400 g	12	869 5543 00385 8	869 5543 99161 2	04.06.90.29.00.00	112	16
Mozzarella Cheese	200 g	16	869 5543 00302 5	869 5543 99291 6	04.06.90.29.00.00	150	16
Shredded Mozzarella Cheese	150 g	15	869 5543 00727 6	869 5543 99443 9	04.06.20.00.90.00	80	16
Kaymaklı Cheese Fortified with Vitamin D	200 g	12	869 5543 00766 5	869 5543 99539 9	04.03.90.59.00.00	50	7
Cream Cheese	200 g	18	869 5543 00316 2	869 5543 99081 3	04.06.30.10.00.00	72	17
Cream Cheese	350 g	12	869 5543 00317 9*	869 5543 99082 0	04.06.30.10.00.00	50	17
Cream Cheese	500 g	18	869 5543 00313 1	869 5543 99019 6	04.06.30.10.00.00	50	17
Pasteurized Breakfast Butter	250 g	16	869 5543 00013 0	869 5543 99049 3	04.05.10.19.00.00	60	17
Salted Pasteurized Butter - Trabzon Type	400 g	24	869 5543 00518 0	869 5543 99456 9	04.05.10.19.00.00	48	17
Van Herby Cheese	250 g	24	869 5543 00513 5	869 5543 99448 4	04.06.90.99.00.19	120	13
Classic White Cheese	300 g	16	869 5543 00729 0	869 5543 99445 3	04.06.90.32.00.92	84	14
Classic White Cheese	600 g	8	869 5543 00730 6	869 5543 99446 0	04.06.90.32.00.92	84	14
Classic White Cheese	450 g	12	869 5543 00752 8	869 5543 99540 5	04.06.90.32.00.92	84	14
Premium White Cheese	300 g	16	869 5543 00749 8	869 5543 99541 2	04.06.90.32.00.92	84	14
Premium White Cheese	600 g	8	869 5543 00750 4	869 5543 99542 9	04.06.90.32.00.92	84	14
Premium White Cheese	450 g	12	869 5543 00751 1	869 5543 99543 6	04.06.90.32.00.92	84	14
İzmir Tulum Cheese	200 g	14	869 5543 00533 3	869 5543 99455 2	04.06.90.32.00.91	168	12
Labneh	180 g	24	869 5543 00549 4	869 5543 99470 5	04.03.90.59.00.00	126	17
Old Kashkaval Cheese	200 g	12	869 5543 00574 6	869 5543 99490 3	04.06.90.29.00.00	216	16
Blue Cheese	100 g	-	869 5543 00578 4	869 5543 99491 0	-	-	16
Lor - Curd Cheese	500 g	12	869 5543 00381 0	869 5543 99038 7	04.06.10.50.00.13	80	13

\*Unit barcodes may vary according to the quantity of the order.

# The art of great taste



MURATBEY DAIRY INC. CO.  
Kocatepe Mah. Gümrük İskele Cad. Mega Center, A Blok, No: 89/1242-1250  
Bayrampaşa 34151 İstanbul / TURKEY  
Phone: +90 212 640 75 97 (Pbx) Fax: +90 212 640 03 60 - 640 76 01



SCAN FOR  
RECIPES