

**SWEET
FROM THE
SOURCE**

HATTI FOODS INC.
International Food Importers

About Sweet From the Source

- ▶ Sweet From the Source is an organic soft dried fruits trademark of Hatti Foods INC that has recently been launched.
- ▶ As a starting point, three main items have been selected by the company: organic dried apricots, dates, and figs. New items will be added to the product range in the coming years.





Creation of the Brand

- ▶ The brand creation adventure was started in the head office in Izmir, Turkey by the Hatti Food AŞ team.
- ▶ As the leading organic food broker in Turkey, for more than 15 years, **Hatti Food AŞ** has been giving the best service to European, American, and Canadian organic food importers, wholesalers, packers, and supermarket chains.

SWEET FROM THE SOURCE

- ▶ The valuable experience in the organic food sector
- ▶ The strong relationships with the most experienced manufacturers
- ▶ Momentous resource connections

...motivated the Hatti Food team to create their own brand to offer the best quality products to the end consumer.



Award-winning design

- The focus was creating a package design and a brand identity that would represent and reflect the high quality of the product inside, while keeping the fruits in their best condition on the shelves.
- Sweet From the Source package design won a very prestigious Silver Award in the graphic design category at the Packaging Star 2020 Competition organized by the Packaging Industrialists Association (ASD) in Turkey!



How is it made ?

- ▶ *Traditionally sun-dried*
- ▶ *Simply rehydrated*
- ▶ *Safely packed in its purest form*



An organic journey from orchards into the package

- ▶ Right after each item is harvested, the dried fruits are stored at max 4-8°C in our factory.
- ▶ The fruits go through a series of cleaning processes until we make sure the final product meets the highest food safety standards.
- ▶ Sorting, metal detectors, and pasteurization are a few key steps of the cleaning process which is equipped with the highest technology in our facilities in the Izmir Aegean Free Zone.





BRC GLOBAL STANDARDS is a leading safety and quality certification program.



The standards guarantee the standardization of quality, safety, and operational criteria and ensure that manufacturers fulfill their legal obligations to provide protection for the end consumer.



Our factory has been BRC certified since 2016.





Organic Certified



is certified by ECOCERT, one of the most prestigious certification bodies.

There are many pleasures to be discovered after opening the package.

We aim to draw attention to some basic highlights of our soft dried fruits:

Vegan

No Added Sugar

Gluten Free

