



Horizon Europe Brokerage Event Cluster 6 Calls 2024

Brussels, 26 September 2023



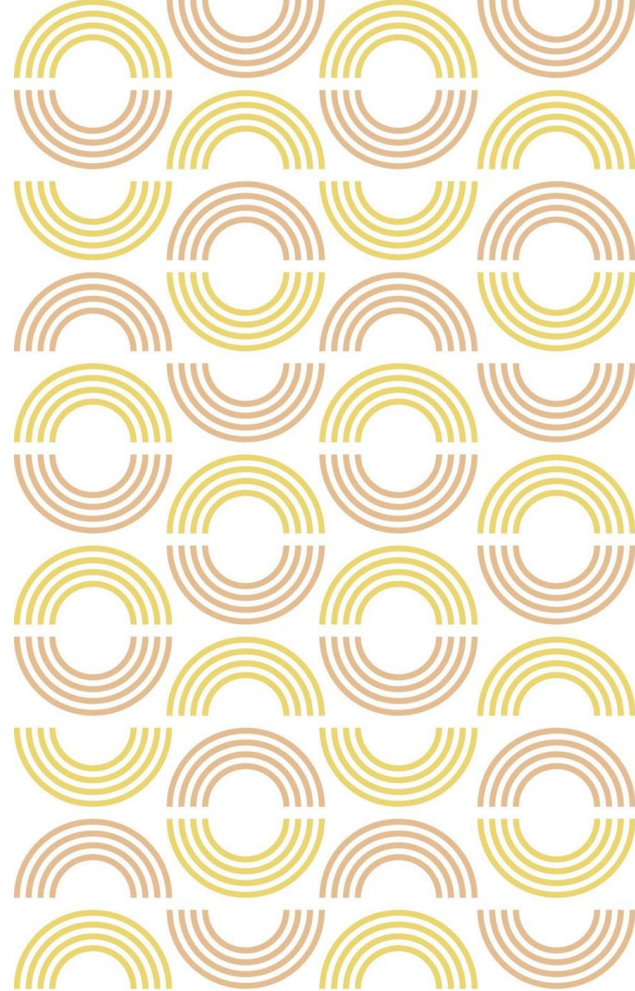
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ÜLKER Bakery R&D Center



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Pladis in the world

2nd in biscuit,
7th in chocolate
In the World

25 factories in
11 countries

The **biggest food**
company
in Turkey

Over **300** years of
brand expertise

Customer
satisfaction in more
than **120** markets

15000 employees
from **71** different
identities

Iconic brands
with **strong**
heritage

4 billion consumers
all over the world



McVitie's



ÜLKER



GODIVA
Belgium 1935

pladis

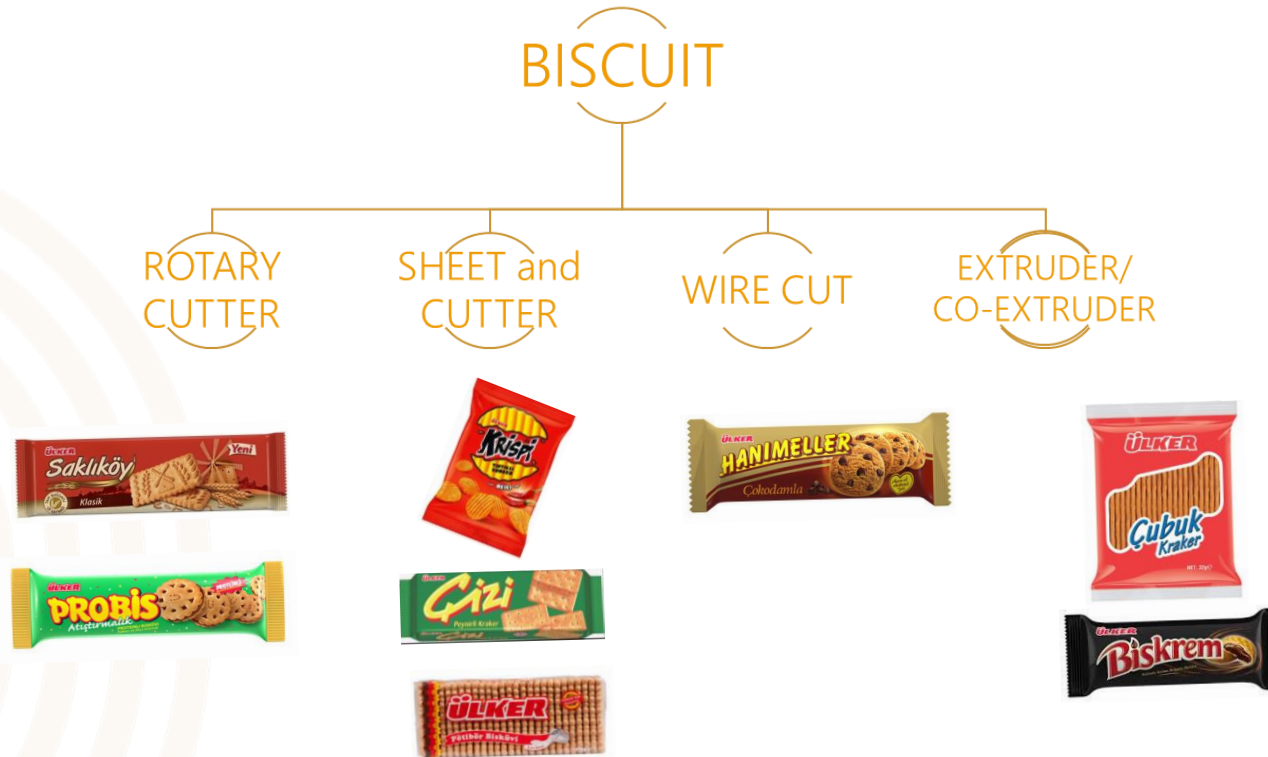
ÜLKER

GODIVA

10 DIFFERENT LOCATION



Biscuit Product Portfolio



Cake Product Portfolio



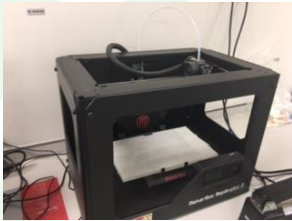
Topic(s) addressed:

- HORIZON-CL6-2024-FARM2FORK-01-2 -New healthy and sustainable food products and processes
- HORIZON-CL6-2024-FARM2FORK-01-5 -Creating smart and attractive tools to enhance healthy and sustainable food provision, eating and treating of food at home
- HORIZON-CL6-2024-FARM2FORK-01-7- Impact of the development of novel foods based on alternative sources of proteins.
- HORIZON-CL6-2024-FARM2FORK-01-9-Microbiome for flavour and texture in the organoleptic dietary shift

Call Code	Call Title	Relevance
HORIZON-CL6-2024-FARM2FORK-01-5	Creating smart and attractive tools to enhance healthy and sustainable food provision, eating and treating of food at home.	<ul style="list-style-type: none">• Carrying out studies to improve the eating habits of consumers as a well-known and preferred brand in the market.• Carrying out studies on producing healthy, sustainable and accessible affordable food in the R&D center.• Performing Consumer Technical Research
HORIZON-CL6-2024-FARM2FORK-01-9	Microbiome for flavour and texture in the organoleptic dietary shift	<ul style="list-style-type: none">• Prototype development studies• Execution of QDA studies.• Conducting flavor and texture studies on model foods

Bakery R&D Center Gebze

- Government supported R&D center as financial.
- Team of 39 people
- Operate in 3 different cities / 4 production locations
- Pilot capability/lab in Gebze.
- Concentrated high-output jobs in specific categories like NPD and TOM



Expertise areas

- Rotary moulding
- Sheet and cut process
- Bake-stable creams technology
- Aeration technology
- Wafer baking
- Marmalade cooking
- Marshmallow making
- Co-Extruder technology
- Wire-cut technology
- Cake technology
- Filling technology



R&D Center Fields of Activity/Subjects of Study

Alternative Raw Material Studies

Functional Products-Bioactive Ingredients

Innovative Product Studies

Quality Improvement Studies

Clean Label Studies

Alternative Process Technologies

R&D Industry Collaborations

Product Studies for Health and Technical Benefit

Within the scope of various researches Ülker R&D Centers;

- Carried out more than 500 different projects.
- Established 78 collaborations with universities and industrial partners with high technical competence.
- The PRIMA call, which is funded within the scope of Horizon Europe, was applied with 6 different projects in 2021-2023
 - 2021:
 - Integration of consumer demand Mediterranean foods, a lifestyle management platform and a stakeholder engagement framework for the REDuction of METabolic Syndrome in Mediterranean adults
 - Development of Healthy Mediterranean Snacks Enriched with Bioactive Ingredients (as coordinator)
 - 2022:
 - Innovative legume-based protein-rich food products for the Mediterranean basin (LEGUPROMED)
 - Unlocking the potential of microalgae-based ingredients for the protein transition in the Mediterranean area (MICROMED)
 - A novel sustainable plant-based protein source Xuta (edible variety of *Jatropha curcas* L.): from Cultivation to Commercialisation
 - 2023:
 - Anti-microbial food packaging

Main expertise offered / sought

- Previous/ongoing projects by national fundings are;
 - Development of high antioxidant content biscuit and cracker (TUBITAK)
- ÜLKER Bakery joins to the Projects as a partner.
- ÜLKER Bakery is willing to be an industrial partner for research projects within HORIZON EUROPE.
- ÜLKER Bakery can offer
 - expertise on the product development at the industrial scale
 - conducting development of formula and/or process optimization by using experimental design
 - detailed research on the consumer approach for a concept



Contact details

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