

QUALITY AND FOOD SAFETY POLICY

The mission of ANADOLU ETAP is to provide safe and high-quality fruit juices, concentrates, and purees to our customers, guided by our core values of human-centeredness, reliability, honesty, social responsibility, sustainability, positive discrimination, and entrepreneurship-innovation.

We ensure our commitment to quality and food safety through the following key principles



Providing quality and safe products

We are committed to offering products that meet the expectations of quality, food safety, and our customers while complying with national and international legal requirements.



Competence of all our employees

At Anadolu Etap, every employee is trained in Good Manufacturing Practices-GMP, HACCP system, product safety, quality standards and works in compliance with all relevant regulations. By listening to our customers' voices, we provide safe and evolving products that meet their needs and expectations.



Ensuring a quality and safe source of supply

With our supplier farm and trader development programs, organizational risks, and extensive experience, we carefully select the sources of our products. We verify the competence of all our suppliers through effective monitoring and quality control in our production process.



Ensuring continuous improvement

By adopting a process approach, we focus on efficient processes that add value to our business and increase customer satisfaction. We define deficiencies in the juice sector and maintain our competitive advantage through regular comparisons with best practices and technologies. Furthermore, we provide our employees with the necessary knowledge, experience, and tools to support continuous improvement.



Ensuring the policy reaches relevant stakeholders

Anadolu Etap employees are aware of the quality and food safety policy and work accordingly. Our policy is published on the **ANADOLU ETAP** website and is kept up to date for access by all relevant stakeholders.