

*from seeds to your table*



Established since early 1995, Fade Food is still working on top notch closed area m<sup>2</sup> : 4.000, Green House m<sup>2</sup> : 25.000, open area m<sup>2</sup> : 40.000, premises built in Izmir / Menemen area with its huge experience gained from spent decades of the food business. Company has a few branches as a sister companies: Hade Fide, Novia Food, Arcadia and the latest and biggest extension named Novada Menemen Mall unrivalled.

The main importers of Fade Food are ; Germany, Italy, Greece and rest of the European Union Countries, United States, Canada, Israel, Australia, still purchasing Fade Food's tomatoes dries on Aegean unique and historical fat lands and under the pure bunches of sun beam.

With Hade Fide and its unfailing support, Fade Food has a great and honorable history to make 100% Controlled, Traceable and Sustainable farming. Fade Food easily provides trustworthy and quality seeds plus consultancy services to their farmers. Also Fade Food again is aiming continuous investment of technology for achieving better and better quality.

Answering all customer needing with the same high level of customer oriented service quality, Fade Food renews itself according to the latest improvements of processing and similar cutting edge technologies without a break.

Fade Food's quality assured with a multiple certificates, goes BRC A+, Ifs, Kosher, Fair TSA by the different and neutral 3rd party control bodies. This unique taste comes from Fade Food's professionalism are providing in bulk, vacuum bags, plastic trays, jars or tins depends 100% fits what customer demands.

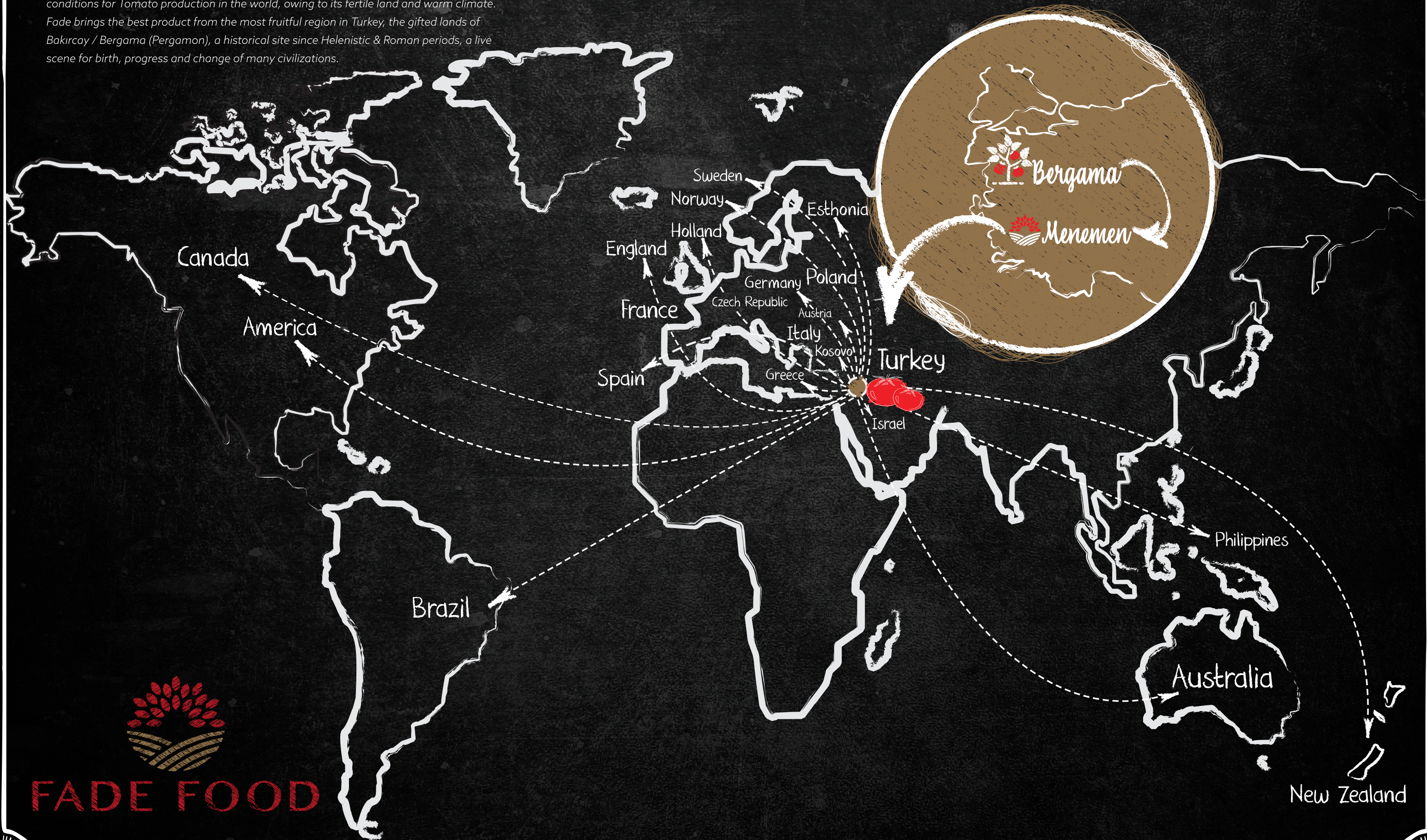




# From Aegean to the world

## PERGAMON - THE GIFTED LANDS

The Unique Taste of Ancient Aegean Civilizations Turkey is accepted to offer the best conditions for Tomato production in the world, owing to its fertile land and warm climate. Fade brings the best product from the most fruitful region in Turkey, the gifted lands of Bakırcay / Bergama (Pergamon), a historical site since Hellenistic & Roman periods, a live scene for birth, progress and change of many civilizations.







*Full traceability in our  
modern greenhouse*



**HADE FIDE**  
SINCE 2008

Calendars was showed year 2008, Hade Fide trade mark has been registered with Fade Food's experiences since decades and with all investments and modern facilities + their pro-technical staff.

Hade Fide company be able to provide the most active service to the areas, named as follows : Bursa, Bergama, Bakırçay ovası, Balıkesir, Manisa, Menemen Ovası, Urla, Seferihisar, Torbalı, Aydın, Denizli, Muğla and extended whole Turkey west and east districts both.

With its Professional Specialist Team and full automatic seedling machine + smart automated Green House ( built on more than 25.000 m<sup>2</sup> area= yearly basis: 100 million units of green plants )

Hade Fide can easily produce + grow all type of green plants (also flower plants) with a high quality which above European Standards beyond doubt. The way of customer, customer satisfactory oriented and quality + trustable business, makes Hade Fide move a step forward amongst the other competitors. after all movements Hade Fide has been made an agreement with Aegean and Marmara district agricultural credit cooperative and that momentum pushes its market share to the top.



## %100 CONTRACTED FARMING

In April, the seedlings are ready to be planted in the open fields, and with its team of engineers, Hade Fide provides to farmers with the expertise of planting, irrigation and disinfection techniques. Hade Fide avoids to use of hormones, genetically modified materials, and conducts the right use of natural fertilizers and healthy agrochemicals in right amounts and periods with a strict pesticide control. Hade Fide further supports the farmers with the fuel for their energy needs.







**FADE FOOD**  
SINCE 1995

Fade Food commits to guarantee quality of both fresh and sun-dried produce from the very beginning. Fade Food organizes and strictly controls all the steps starting from the seed to harvest.

Fade Food gives start to the new season organization in March, negotiates and contracts with around 150 farmers prior to the season, to cover a large planted field area - around 4,000,000 m<sup>2</sup>; handles the harvest of a huge quantity of fresh produce - around 22,000 m/tones; proceeds field drying on around 600,000 m<sup>2</sup>; and outputs a production capacity of 1500 m/tones of sun dried tomato products annually.



## PRODUCTION

The fresh produce is ready for harvest in July, and made ready for sun-drying process immediately after the harvest. Fade Food has ten regional sun-drying facility yards right near the tomato fields, where the crop is processed for drying on the same day. The fresh Tomatoes brought to the drying facility are carefully controlled, selected and washed.

The product is then cut in halves, salted and/or sulphured, and placed on the drying field, to rest under the sun for 6-7 days. At the end of the drying process, the Sun Dried Tomatoes are ready for storage.





# Quality

QUALITY



SOCIAL  
RESP.  
PROJECTS

Sustainability of quality standards strictly requires an integrated facility like Fade Food had since over 20 years, which basically starts from seed to the packaged final product.

Good thing to know, Fade Food happily announce: we went beyond the customer demands and provides a product spectrum with the highest quality, right in the time, punctual and worldwide in heightened global competition.

Fade Food senior management undoubtedly believes, it's harder to protect our quality than achieve it with its pure selected and highly motivated working team. The highlighted distinctive feature of us amongst all our rivals, are below: each employee from top to the down has been critically analyzed/ reviewed on the yearly basis with their performance and productivity and supports them with continuous training program. As its well known Fade Food has the most accepted certificates are, **BRC A+, Ifs, Kosher, Organic** and **Fair Tsa** as a **Social Responsibility** program.

With our indoor internal laboratory, all **Microbiological** and **Chemical** studies of analysis both raw material and final product can be made on each lot periodically.





# Products



## SALTED / SULPHURED SUN DRIED TOMATOES

Salted Sulphured Sun Dried Tomatoes are available in different packaging with or without marination in Halves, Julienne or Diced.

Fade Food offers Organic products to its customers worldwide, besides Conventional products.



# Products / Packaging

## •TRIDITIONAL DRY

A traditional tomatoes drying under the Aegean Sun commonly using for industrial marketing. The tomatoes need a drying process which takes 5 to 7 days with salt and sulphur as a preservative. Packaging alternatives are (in corrugated carton) bulk or vacuum bags;

### Storage Conditions

Refrigerate (+4C) after opening, and consume in a week time.

BULK	VACUUM BAGS	PLASTIC TRAYS	JARS	TINS
✓	✓	■	■	■

## •READY TO EAT

After blanching tomatoes in our factory. The traditional tomatoes have been become a R(eady) T(o) E(at).

These Tomatoes are mainly used in restaurants, hotels.. etc.

They are served with salads, pizzas, pastas (with sauce) or can be sub-product for the other industrial processes. Various sizes and shapes (halves, julienne, diced) in available packaging types are plastic tray or vacuum bags;

### Storage Conditions

Refrigerate (+4C) after opening, and consume in a week time.

BULK	VACUUM BAGS	PLASTIC TRAYS	JARS	TINS
■	✓	✓	■	■

## •SUN DRIED TOMATOES IN OIL

SDT in Oil mean that in our Ready to Eat product is marinated with some spices in oil with sun flower or olive oil. We served this products very used size jars, tins or tray packs include Halves, Julienne, Diced size.

### Storage Conditions

Refrigerate (+4C) after opening, and consume in a week time.

BULK	VACUUM BAGS	PLASTIC TRAYS	JARS	TINS
■	■	✓	✓	✓

## PACKAGING WITH DIFFRENT OPTIONS;

				
Carton	Vacuumed Bags	Plastic Trays	Jars	Tins
10 kg.	1000 gr. - 2270 gr. - 5000 gr.	100 gr. - 125 gr. - 200 gr. - 250 gr. - 500 gr. - 1000 gr.	320 cc. - 370 cc. - 720 cc. - 1700 cc. - 2000 cc. - 3000 cc.	A10 (3kg) - A12 (5 kg)



To eat

To refresh

To heal

To live

To mato



FADE FOOD

SINCE 1995

