
Eren Merzeci

Nisfud



COUNTRY

Turkey

INDUSTRY

Food & Beverage

YEAR SELECTED

2013

WEBSITE

COMPANY SNAPSHOT

First established as the exclusive distributor for many popular American and European food products such as Pepperidge Farm cookies, Nisfud has since pivoted to develop a new market for frozen savory borek pie products. These are sold at retail chains under the brand name Nefista, a play on the Turkish word for delicious. In addition, Nisfud offers hotels, restaurants, and cafes a variety of frozen sweet and savory products.
