



İ M R A

'FROM NATURE TO YOUR TABLE'

*Traditional
Flavors*

www.imra.com.tr



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VISION

Our company, whose foundations were laid with honesty and quality, has offered new opportunities to economy and employment with its renovative perspective. We enjoy the excitement and happiness to offer the taste of our people to Europe, Middle East and other to parts of the world. We process the organic products of our farmers who cultivate

the fertile Anatolian soil, in our hygienic facilities without compromising quality. We turn them into extraordinary tastes using unique Anatolian methods. We are proud to offer this miraculous flavor to our customers under the assurance of IMRA. Our target is to constantly serve you with various products while providing you with a better taste.

MISSION

The human is important for being created. Preservation of and serving to this value is beyond all prices. With these in mind, we are subjecting the products to be processed by us to the rule of LEGAL and HALAL and apply a controllable procedure.

With this operating discipline, we wish to make use of our resources more efficiently and to hand down a brand value which could also be continued by the next generations.

OUR STORY

HASER CONSUMER GOODS AND FOOD INDUSTRY AND TRADING LTD. CO. was founded by two energetic young entrepreneurs, namely Sercan Kayacan and Hasan Bicer. As a brand, IMRA is a product of the Company on its journey of the best flavor, taking firm steps forward. The Company is entirely Turkish either with its labor or capital.

“The concept of manufacturing the best paste”. In a friendly meeting in November 2019, a voice was heard “In the past our mothers made the best pastes. We just spread on the bread and ate. We are now missing them”. That voice longing the past, was an inspiration for Hasan Bicer. “I know the formula to make that paste, but it must be marketed for offering to people”.

Hasan Bicer sought to ways to put his skills and diligence to the service of people. He shared his thought with his friend Sercan Kayacan, whom he had known before. Sercan Kayacan told “marketing is my profession”, whereafter the history of the IMRA pastes which the palates longed for a long time took a start.

IMRA Pastes was first sold with the bucket paste concept. The product so marketed was appreciated in a short time. A demand pressure built-up very soon. Without losing time, the production strategy

proceeded to the next phase. As of 2022 January, the IMRA pastes was placed on the market at affordable sizes in hot filled glass containers. Simultaneously, with the same packing format, Muhammara Sauce, and the Lutenitsa, a Balkan Sauce were introduced into the market.

In May 2022, various products including hot sauce, tomato sauce, 830g canned paste, pomegranate syrup, pomegranate sauce, lemon sauce and extra-virgin olive oil will be on the manufacturing lines. The products longed by palates will be offered to consumers with IMRA quality.

Providing people with a better health is a great wisdom. Accordingly, the primary purpose of our production lines is to preserve the intrinsic nutritive value of the farmers' product naturally.

Keeping in the mind the motto “HALAL and ADDITIVE-FREE” and the method of “providing the consumer with the most beneficial and accurate product”, we would like to remain with you all the time.

The two young entrepreneurs, with their hearts full of love and their spirits full of determination are committing you “WE SHALL NEVER COMPROMISE OUR VALUES OR OUR QUALITY”.

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Tatlı Biber Salçası

SWEET PEPPER PASTE

Ingredients: Red pepper, salt (additional salt mostly %3 in dry matter), citric acid, contains peel and grain.

NET WEIGHT 360 gre



8 683465 850155

Acı Biber Salçası

HOT PEPPER PASTE

Ingredients: Hot pepper, salt (additional salt mostly %3 in dry matter), citric acid, contains peel and grain.

NET WEIGHT 360 gre



8 683465 850162



Domates Salçası

TOMATO PASTE

Ingredients: Tomato, salt (additional salt mostly %3 in dry matter), citric acid.

NET WEIGHT 360 gre



8 683465 850148



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Domates Salçası

TOMATO PASTE

Ingredients: Tomato, salt (additional salt mostly %3 in dry matter), citric acid.

NET WEIGHT **720 gr**e



8 683465 850094



Tatlı Biber Salçası

SWEET PEPPER PASTE

Ingredients: Red pepper, salt (additional salt mostly %3 in dry matter), citric acid, contains peel and grain.

NET WEIGHT **1620 gr**e



8 683465 850070

Tatlı Biber Salçası

SWEET PEPPER PASTE

Ingredients: Red pepper, salt (additional salt mostly %3 in dry matter), citric acid, contains peel and grain.

NET WEIGHT **720 gr**e



8 683465 850100



Acı Biber Salçası

HOT PEPPER PASTE

Ingredients: Hot pepper, salt (additional salt mostly %3 in dry matter), citric acid, contains peel and grain.

NET WEIGHT **1620 gr**e



8 683465 850087



Acı Biber Salçası

HOT PEPPER PASTE

Ingredients: Hot pepper, salt (additional salt mostly %3 in dry matter), citric acid, contains peel and grain.

NET WEIGHT **720 gr**e



8 683465 850117



Domates Salçası

TOMATO PASTE

Ingredients: Tomato, salt (additional salt mostly %3 in dry matter), citric acid.

NET WEIGHT **1620 gr**e



8 683465 850063

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Domates Salçası

TOMATO PASTE

Ingredients: Tomato, salt (additional salt mostly %3 in dry matter), citric acid.

NET WEIGHT **2620**gr e



8 683465 850179



Tatlı Biber Salçası

SWEET PEPPER PASTE

Ingredients: Red pepper, salt (additional salt mostly %5 in dry matter), citric acid, contains peel and grain.

NET WEIGHT **4350**gr e



8 683465 850018

Tatlı Biber Salçası

SWEET PEPPER PASTE

Ingredients: Red pepper, salt (additional salt mostly %3 in dry matter), citric acid, contains peel and grain.

NET WEIGHT **2620**gr e



8 683465 850186



Acı Biber Salçası

HOT PEPPER PASTE

Ingredients: Hot pepper, salt (additional salt mostly %5 in dry matter), citric acid, contains peel and grain.

NET WEIGHT **4350**gr e



8 683465 850025



Domates Salçası

TOMATO PASTE

Ingredients: Tomato, salt (additional salt mostly %5 in dry matter), citric acid.

NET WEIGHT **4350**gr e



8 683465 850001



Acı Biber Salçası

HOT PEPPER PASTE

Ingredients: Hot pepper, salt (additional salt mostly %3 in dry matter), citric acid, contains peel and grain.

NET WEIGHT **2620**gr e



8 683465 850193

Muhammara Kahvaltılık Sos

MUHAMMARA SAUCE FOR BREAKFAST

Ingredients: Pepper Paste, Olive Oil, Cumin, Natural Pomegranate Syrup, Salt, Walnut, Rusks, Tahini*
Allergen: This product contains tahini (sesame).

NET WEIGHT **4350**gr e



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LUTENİTSA

"Taste From The Balkans"

Kahvaltılık Tatlı Sos

LUTENİTSA SWEET SAUCE

Ingredients: Roasted red pepper, roasted eggplant, tomato, parsley, carrot, garlic, thyme, Sweet basil, black pepper, liquid oil and vinegar.

NET WEIGHT **300gr**e



8 683465 850131



Kahvaltılık Acılı Sos

LUTENİTSA HOT SAUCE

Ingredients: Roasted red pepper, roasted eggplant, tomato, parsley, carrot, garlic, thyme, Sweet basil, black pepper, liquid oil and vinegar.

NET WEIGHT **300gr**e



8 683465 850124



Muhammara Kahvaltılık Sos

MUHAMMARA SAUCE FOR BREAKFAST

Ingredients: Pepper Paste, Olive Oil, Cumin, Natural Pomegranate Syrup, Salt, Walnut, Rusks, Tahini*
Allergen: This product contains tahini (sesame).

NET WEIGHT **350gr**e



8 683465 850209



Tomatello Domates Sosu

TOMATELLO

TOMATO SAUCE

Ingredients: Tomato juice, tomato paste, lemon juice, meatball seasoning, garlic, salt, sugar.

NET WEIGHT **340gr**e



Psikopatto Acı Biber Sosu

PSIKOPATTO HOT

PEPPER SAUCE

Ingredients: Hot pepper juice, pepper paste, tomato paste, spices (meatball seasoning, black pepper), lemon juice, garlic, salt, sugar.

NET WEIGHT **280gr**e



Süper Acı Biber Sosu

PSIKOPATTO

SUPER HOT PEPPER SAUCE

Ingredients: Hot pepper juice, pepper paste, tomato paste, spices (meatball seasoning, black pepper), lemon juice, garlic, salt, sugar.

NET WEIGHT **90gr**e



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%100 Tomart Nar Ekşisi

100% POMEGRANATE SOUR

Ingredients: Pomegranate juice.

NET WEIGHT 360gr —



Limon Sosu

LEMON SAUCE

Ingredients: Water, Acidity Regulator (Citric Acid)E330, Natural Identical Lemon Flavor, Sugar.

NET WEIGHT 660gr —

Nar Ekşili Sos

POMEGRANATE SYRUP SAUCE

Ingredients: Glucose Syrup, Pomegranate Juice (15%), Acidity Regulator (Citric Acid) E330, Pomegranate Flavor.

NET WEIGHT 880gr —



Nar Ekşili Sos

POMEGRANATE SYRUP SAUCE

Ingredients: Glucose Syrup, Pomegranate Juice (15%), Acidity Regulator (Citric Acid) E330, Pomegranate Flavor.

NET WEIGHT 4000gr —



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