

## **Gold Award for Duru Gıda at The ONE Awards!**

**Duru Gıda won the Gold Award in the Food Category at this year's The ONE Awards Integrated Marketing Awards. Determined by consumer votes, the award demonstrated that the brand's reliability resonates directly with consumers. Duru Gıda Marketing Manager Sevinç Bilge Doğan stated that the award is a reflection of a trust-based relationship built over many years.**

One of Türkiye's well-established food brands, Duru Gıda, received the Gold Award in the Food Category at this year's The ONE Awards Integrated Marketing Awards. This prestigious award—determined by consumer votes and regarded as a benchmark for brand reputation—revealed that Duru's production philosophy and brand trust have found direct recognition among consumers.

Previously crowned with an ALFA Award for its achievements in marketing and brand communication, the brand has now further strengthened its success at The ONE Awards. In addition to its communication language, Duru has been recognized for its production model, product quality, and value-driven approach. Drawing strength from its roots, Duru Gıda continues to produce by combining naturalness, quality, and trust, while steadily strengthening its bond with consumers.

In her remarks regarding the award, Duru Gıda Marketing Manager Sevinç Bilge Doğan stated that they view branding as a holistic value chain extending from field to table, adding:

“Our approach—strengthening local production, supporting sustainable agriculture, and preserving traditional production knowledge—being recognized in this way by consumers is extremely valuable for us. This gold award, received through consumer votes at The ONE Awards, is one of the most meaningful outcomes of the trust relationship we have consistently built over the years. We see this award as a collective recognition of our product quality, our responsibility in production, and the sincere bond we have established with our consumers.”

Having started its production journey in Karaman and now reaching 58 countries, Duru Gıda combines the tradition of natural stone milling with modern technology, preserves native heirloom seeds, supports sustainable agriculture, and adopts a respectful approach toward nature, producers, and society at every stage of production. At the core of Duru's relationship with consumers lies not only taste, but also trust, transparency, and traceability.

Conducted in collaboration with Marketing Türkiye and Akademetre, The ONE Awards evaluation is based on face-to-face research with 1,200 participants across 12 provinces in Türkiye. The study identifies the brands that have increased their reputation the most over the year, based on the opinions of a public jury. Duru Gıda being deemed worthy of this award among more than 70 categories clearly demonstrates that the

brand's long-standing and consistent approach continues to resonate strongly with consumers.