

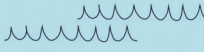


# Beyaz Fırın

Two-Century Old Story of Taste

Kanyon

Etiler



Moda



Akasya



2000'ler

Kadıköy



Çiftelavazlar



1900'ler

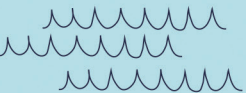
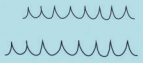
Ataşehir



Erenköy



Suadiye





**Two-Century Old Story of Taste**

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# Foreword

Nathalie Stoyanof Suda – 5th Generation

Dear All,

Throughout the brand story of Beyaz Fırın, me and my family have been the witnesses of many changes as well as many geographic and social evolutions in Turkey since 1836.

As we are a brand witnessed to our country's history, we strive to write down our own because this is for us a kind of cultural legacy. Therefore we compiled this document to tell our story while we travel in this "time tunnel" together. In the same way that we try to preserve the "social taste memory", we never ceased to create various flavors from the past to the present day.

While carrying a brand of such deep-rooted from the past to the future, being a pioneer of change is both a painful and a fascinating adventure. Since the day I took over the management, I feel on my shoulders the responsibility for the permanence of Beyaz Fırın, catching the zeitgeist, as well as the protection of the 2-century taste and cultural legacy, the memories, the trust and love that people have for Beyaz Fırın.

This magazine will take you on Beyaz Fırın's journey starting the day it is born. I wish it will be a pleasure for you to read it.

With all my love,



Author: Berna Bal  
Please scan the QR code to listen the story of this  
Beyaz Fırın ouvrage symbolized by the Banyan Tree from  
Dr. Feride Çelik.

# 1836

## Arriving Istanbul

In the early 1800s, the Stoyanof Family was running a bakery in Kastoria, a city in Macedonia which at that time was part of the Ottoman Empire.

It was the most difficult times for those lands. The Serbian rebellion which started in 1804 played a critical role in the power loss of the Ottoman Empire in the Balkans.

**In 1830s the father, Andon, took the men of the family with him and came to Istanbul, Balat to work. Well-liked baker of his hometown, he kept the same way and opened a bakery in Balat as well. The Bulgarian's Bakery that he opened in Balat became the starting point of Beyaz Fırın's journey.**

For many years, Andon went back and forth between his home in Macedonia and Istanbul. When he got old, he wanted to return to his native land, near his wife.

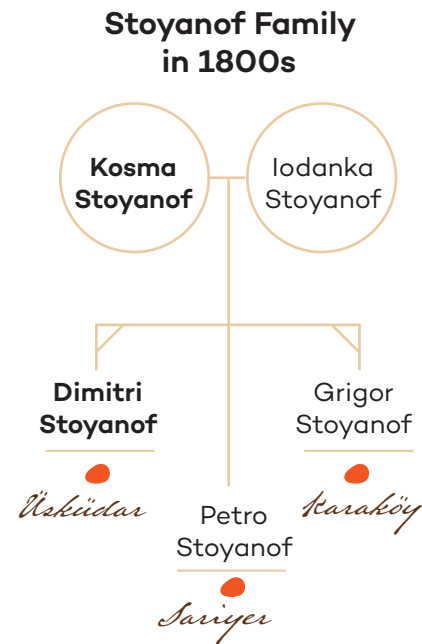
His son Kosma took over the business and the responsibility of the Bulgarian's Bakery, and stayed in Balat where he came with his father.

The sons of Kosma continued to write the next chapters of their father's story on the other side of Istanbul.

# 1900

## The Bulgarian's Bakery

Kosma Stoyanof 1st Generation



Kosma Stoyanof, put his shoulder to the wheel and worked hard in the Bulgarian's Bakery that he took over from his father. The bakery was well known with its buns, pastries, and cookies at that time.

His wife Iodanka Stoyanof who was in their native land also came to live with him. As the business grew, Kosma bought the building of Taverner Anemias in Balat and continued its bakery in here.

Kosma and Iodanka had three sons: Dimitri, Grigor and Petro.

When her sons grew up, Kosma opened a bakery for each of them in three different parts of Istanbul. Grigor in Karaköy, Petro in Sarıyer and Dimitri in Üsküdar were in charge of each shop.

The only condition of Kosma, who gave his sons a profession and a business, was that the three brothers should support each other throughout their lives.



**Dimitri and Tinka, with their children Alexandra, Dino, Lambo, and George**



**Dimitri & Tinka Stoyanof**

*After being responsible of the bakery in Üsküdar, Dimitri Stoyanof moved from Balat to Kadıköy with his family.*

## First Step on the Anatolian Side

Dimitri Stoyanof 2nd Generation

In 1920s Dimitri Stoyanof was in the lead of the bakery in Üsküdar. The story of Beyaz Fırın on the Anatolian side began when he moved with his family to number 70 Kadıköy Misak-ı Milli Street as he wanted to be closer to his work.

Under the leadership of Dimitri, the whole family was working hard at the bakery known as the Bulgarian's Bakery, known for its dry doughnuts, pastries and sandwiches. Meanwhile the family took over the management of the buffet at Haydarpaşa Train Station.

According to Kosma's decision Dimitri would run the buffet for one year, and his brother Grigor for another year. They also started to give sandwiches, buns and crackers to many kiosks in Kadıköy.

They rented the Cumhuriyet Bakery as well in Kadıköy to meet the ever-growing production needs. Cumhuriyet Bakery was the neighbor of today's Kurukahveci Mehmet Efendi building.

Father Kosma brought the family together and gave the bakery in Üsküdar to Grigor, and the bakery in Kadıköy along with two buffets to Dimitri.



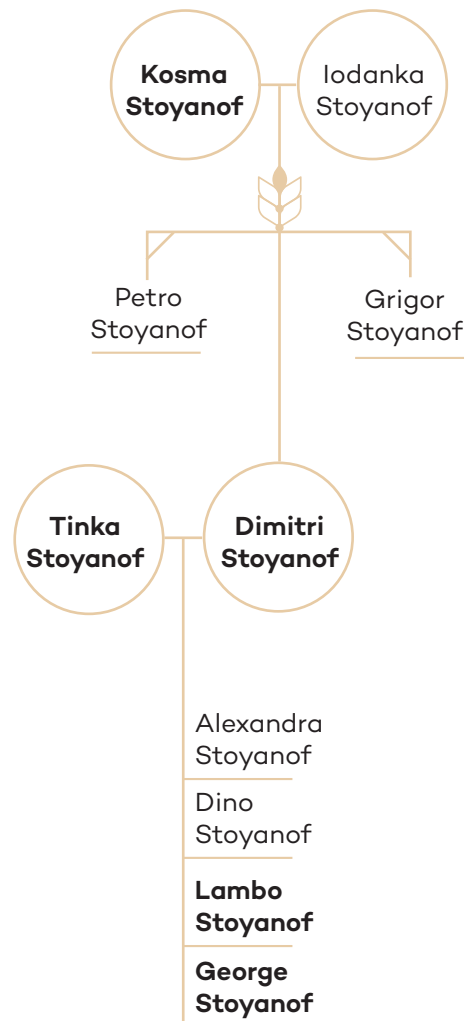
*1922. The bakery in the corner, near Kurukahveci Mehmet Efendi building, a.k.a the Bulgarian's Bakery in Kadıköy Bazaar. Grigor Stoyanof on the right.*

# 1930

## Life in Kadıköy Bazaar

Lambo & George Stoyanof  
3rd Generation

### Stoyanof Family in 1900s



In the meantime, the situation in Europe was not very bright. Although the crisis of 1929 shaking Macedonia as well as the whole world, and the footsteps of the Second World War approaching were aggravating the conditions of life, this was no question for Stoyanofs to go back to their homeland. They were residents of Istanbul.

### Two Women on the Lead

After Dimitri's grievous death on June 19th, 1935, the family tried to remain standing with Tinka on the lead.

Tinka took the lead with the help of her sons and became the first woman of the family on the top management.

The family made all their efforts to run the bakery. Lambo was the hand and foot of her mother.

When George finished the school, his mother and big brother asked him to make a choice between the school and the bakery. After a long nighttime rumination, he decided to say goodbye to his dream of education in Robert College and to be with his family.



Tinka Stoyanof  
Sakız Apartmanı, Kadıköy

# 1940

## Life in Kadıköy Bazaar

### A Brand Blossoming in Kadıköy

With the start of the Second World War, the staple food has begun to be rationing, so it became impossible for the buffets and the bakery to continue to the usual production.

With Tinka's consent, they left the buffets and the Cumhuriyet Bakery, then sold the Akveren Bakery. They decided to go on with the little bakery store they rented which is today's Beyaz Fırın in Kadıköy.

This store in Kadıköy became for tradesmen, students, workers, and all kinds of visitors the place to be for morning buns on the way to work and afternoon lemonade and delicious cakes on the way home.



Brothers Together in  
George and Elenka's Wedding



First Lambo got wedded on early 1940s and George followed him. Two brothers settled with their wives on two flats facing one another in the same building.

### The Story of The Bitter Almond Cookie



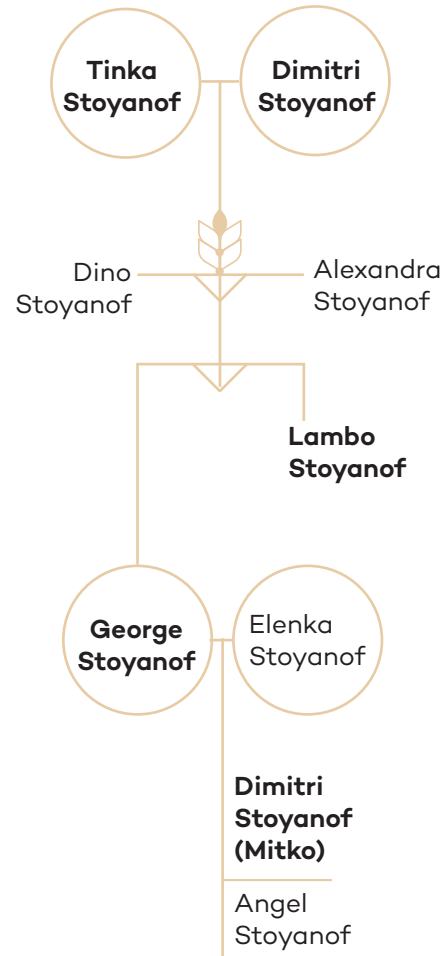
\* Bitter almond cookie is prepared with hazelnut meal, trace amount of bitter almond, granulated sugar, and egg white.

The raw material issue due to war became a real challenge for the family. The main materials such as sugar, flour and oil were restricted. Black marketeers appeared and inflation rates augmented. Under these circumstances, Stoyanofs decided to turn towards alternative materials instead of stocking sugar and flour or leaving all they have on the hands of black marketeers.

The research of alternative materials oriented them to the Bitter Almond Cookie made of hazelnut meal. This flavor which then became a classic was the product helping the bakery survive on those difficult times.

# 1950

## Stoyanof Family in 1950s



Elenka and George's sons; Dimitri (Mitko) was born in 1948, and Angel in 1954

The family was trying to remain standing with solidarity. Lambo was running the business and George was on the top of the production. They added new products to the buns and cookies of the bakery.

George, the production passionate, was adding new tastes to the classical recipes with the help of the master that he schooled himself.

In the 1950s, the wounds of the war begun to bind up and the family's business begun to get better. Thanks to Lambo's wise management strategy, the family made a building of 8 apartments constructed in Kadıköy Sakız Sokak, designed by the Architect Tevfik Demircigil. After that the Stoyanof Family became residents of Kadıköy. The next move for George was to open a new store.



George, Elenka and Mitko



Mitko and Angel

# 1950



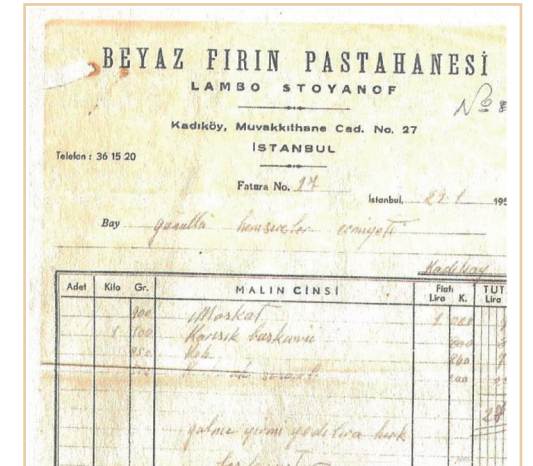
Lambo in front of Beyaz Fırın on a kandil day.

Lambo who resisted to the idea of a new store finally showed the white flag in 1954 and a new store has been found in two streets away.

They decided to run it as a patisserie and sell in this new store the cakes that George started to produce in the bakery.

Lambo took the lead of the patisserie, as George remained to run the production.

After numerous interviews with the best masters of Istanbul, Murat Kulaçatan became the first cake master of the Beyaz Pastane.



The Bill of the Beyaz Fırın Pastahanesi



Balcanic Cake, the iconic product of that period, was also among the well-known cakes of the Beyaz Pastane.

# 1960

## Beyaz Pastane



Mitko is in Beyaz Fırın.

The family elder Tinka has died in 1964. Although Lambo and George were running the business successfully, the main support of the family was Tinka. Her grandson Mitko was so precious to her. She devoted herself to raise him and spent a lot of time with him in her last years.

For Stoyanofs, 1964 was also the year of the building the Beyaz Pastane brand step-by-step.



The family decided to renew the architecture and the look of Beyaz Pastane. The restoration works were held by the Architect Cevdet Koçak between 1964-66.

Mustafa Pilevneli who was Cevdet Koçak's assistant in the Academy of Fine Arts, and who is one of the most important contemporary painters designed the nameplate, in other words the logo of the Beyaz Pastane.

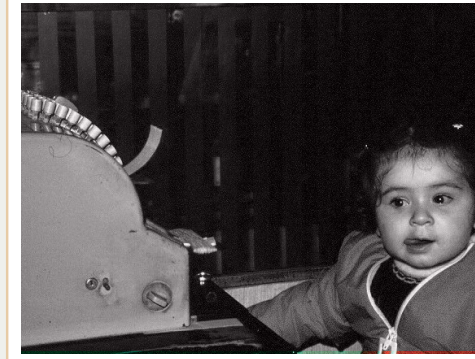


The version made with the "Fırın" mention under the Beyaz Pastane logo was the main frame of today's Beyaz Fırın logo.

### The Orange Color of Beyaz Fırın

Mitko was the name behind the orange color that the brand still uses today. He merged the logo designed by Mustafa Pilevneli with the orange color after he took the business over his father and his uncle. George was not very happy with this color choice as it was very daring for that period, but he contented himself to grumble.

# 1970



Nathalie in Beyaz Fırın.  
1977

From a conversation between Mustafa Plevneli and Mitko;

“Beyaz Pastane was among the most popular places at that time. People were stopping by on their way to the ferry.

Your father George was a fanatic supporter of Fenerbahçe, and I was playing basketball in the young team of the same. The patisserie was on the road to the ferry which I was taking to go to the workouts. While passing in front of it, your father always stopped me and made me eat buns, cakes, and drink tea or lemonade.

Early 70s was again the start of difficult times for commerce. In the meantime, Mitko married Margarita and Nathalie was born 4 years after, in 1975.

### Family Decisions

The family made an important decision in 1976. Lambo and George who were getting old and tired, decided to share the goods and chattels equally.

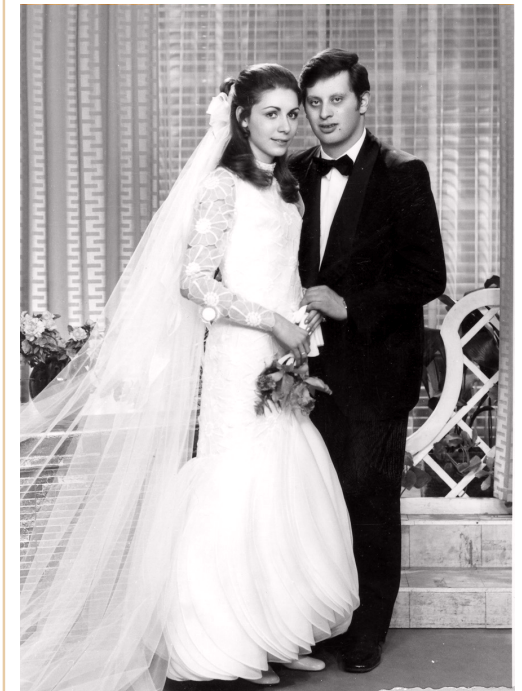
George and Elenka went to the United States to visit their son Angel and to rest a little bit, and after a while they preferred to settle there.

In 1978 Lambo left Beyaz Fırın officially and decided to move on with his son-in-law in Beyaz Pastane.

### Stoyanof's Restaurant

Meanwhile George ve Elenka have opened a tiny restaurant in San Francisco and were running it with Angel.

George's passion to his work and products made this tiny restaurant a very popular place visited by many celebrities from Robin Williams to Turgut Özal and recommended by San Francisco's food critics.



Dimitri and Margarita  
1971



Stoyanof's Restaurant  
San Francisco



# 1980

Dimitri Stoyanof  
3rd Generation

Beyaz Fırın's field of activity was a bakery but in fact, it was beyond it. It was a first step on the way to be a real European patisserie. From that time, Beyaz Fırın was the first brand to expand the bakery concept to patisserie.



Mitko in Çiftehavuzlar Beyaz Fırın.

## Mitko in Charge

Beyaz Pastane closed in 1980 due to Lambo's health issues, while Mitko was overseeing Beyaz Fırın. Besides the discipline he had gained during his education in Saint Joseph College, he was also under the strict supervision of his father and his uncle. He had no experience in production, but he was born and grew up in this business. He was raised with a certain product quality point of view despite of being away from the kitchen.

Mitko became a well-disciplined manager, a continuous inspector of taste and quality, and a kind but firm boss to the staff. A future where he would break grounds in Beyaz Fırın with his perspective was awaiting him.

After the closure, the staff of Beyaz Pastane asked to come back to work in the bakery. As a matter of fact, Mitko was planning to put cakes in the classical product range of the bakery. So, he united his father's recipes with the experience of the staff who came from the patisserie and started to produce the cakes he desired with Beyaz Fırın's quality approach.



## The Story of the Potato Wraps

The troubled times of the 1980s were also the starting point for Beyaz Fırın's Potato Wrap, which still maintains its reputation.

Mitko turned to alternative solutions when it was not possible to sell dry pastry and rolls at the determined price due to the Narh application. He started making potato wrap instead of pouf pastries and stuffed instead of regular pastry.

Narh application did not last long, but with Potato Wrap has survived to this day as one of the centuries-old tastes in the hearts of customers.

# 1990



Çiftehavuzlar Beyaz Fırın



In 1995 Beyaz Fırın started to use Smart tools.

## A New Beyaz Fırın

The business in Beyaz Fırın Kadıköy started to take shape after the 1980's full of action days, and the time has come for Mitko to put a new bakery into practice as his father had dreamed of years ago. The family wanted to make George's dream come true and decided to look for a place around Bagdat Street.

When they found the store in Cemil Topuzlu in 1993, the whole family started preparations with excitement.

There were people who had fun with Mitko for the place he found on Cemil Topuzlu Street, which was on the opposite side of the one-way street and was not very crowded at that time. But Mitko was very determined.

This new store opened on the ground floor of one of the buildings located on the coastal road was larger and more spacious compared to the bakery in Kadıköy. Large stands of cakes and cookies decorating the shop from left to right were welcoming the customers. Everyone was astonished by the size of the store, but being able to keep all those large stands full of products all the time was a real challenge.

Beyaz Fırın Çiftehavuzlar has become a reference point over time.

Even with the slowdown caused by customers who want to approach in front of it with their vehicles, the necessity of a traffic light at this point of the street arose and was put in a brief time.

## Master Hıdır in Beyaz Fırın

A new pastry master was sought for Çiftehavuzlar. During this period, Master Hıdır (Aktaş) joined Beyaz Fırın. Master Hıdır was like a part of the family with his experience, patience, and work discipline. He also became the closest friend of Nathalie, who started to warm up in the bakery.

# 1990

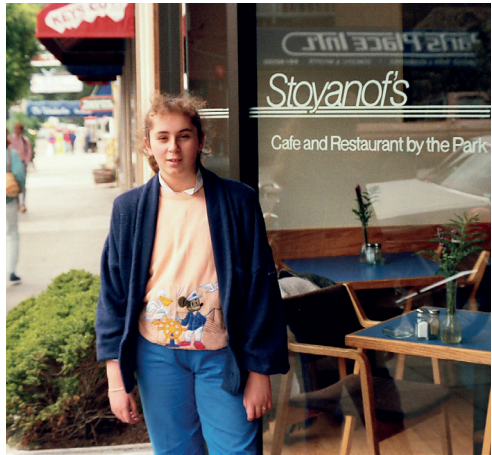


The kitchen was always a field of interest for Nathalie from her childhood. On weekends, when her parents were not there, she used to spend many hours in the kitchen to try to cook various cakes till their arrival. She preferred to walk on her parents' path and had a French education in Saint Benoit French High School. Speaking that language helped her to benefit from French cooking and cake books.

## San Francisco & Stoyanof's Restaurant

During high school Nathalie spent summer vacations in San Francisco with her grandfather, grandmother and her uncle Angel. She was spending time in Stoyanof's Restaurant while she was there.

She had a chance to get used to the patisserie kitchen in Beyaz Fırın, but this one was a restaurant kitchen. These days of observation that she made while having time with her uncle Angel became the foundation of Nathalie's Beyaz Fırın strategies in the forthcoming years.



1987-1990 San Francisco

## Nathalie in Beyaz Fırın Kitchen

At the age of 17, Nathalie started experimenting with Master Hıdır in the bakery's workshop for the first time. On the one hand, she was preparing for the university exams, and on the other hand she was working with Master Hıdır from school until late at night for various recipes.

There were very large stands in Beyaz Fırın opened in Cemil Topuzlu at that time. And keeping those stands full of products became the important duty of Master Hıdır and Nathalie. Thanks to their collaboration, they introduced various new brand cookies to the patisserie's customers.



Author: Ayşe Topçuoğulları  
Please scan the QR code to listen the story of this ouvrage echoing Nathalie's affection to the kitchen since her childhood from Dr. Feride Çelik.

# 1990



George and Elenka's 50th Wedding Anniversary Cake Made by Nathalie

## The Story of the Grand Marnier Cake

When George and Elenka announced that they would celebrate their 50th wedding anniversary during their visit to Istanbul in 1997, George wanted his granddaughter Nathalie to make their 50th Anniversary cake. She thought for a long time and decided to combine orange and chocolate with the memory of the taste from her childhood.

The cake, which she prepared with Master Hıdır, was highly appreciated by everyone in the celebration for 150 people. Thus, the Grand Marnier cake, one of the classics of Beyaz Fırın, has emerged.

## The years of Le Cordon Bleu

That year, Nathalie entered Koç University exactly as she had dreamed of. When she graduated from the business department, it was time to study pastry.

Her pastry studies started in 1999 in Le Cordon Bleu, Paris. She came back to Turkey at the end of that year to work in Beyaz Fırın, with her diploma on her hand, as well as many other acquisitions like discipline, empathy, know-how, patience, and the importance of traditions, innovation, and raw materials.

Contemporary techniques that she has learned from school helped her to merge traditional pastry techniques of Beyaz Fırın handed down from generation to generation with modern ones. She developed recipes she obtained in the center of the pastry with an intercultural taste and relish differences approach and brought a new point of view to Beyaz Fırın.



Nathalie in Le Cordon Bleu, Paris 1999

# 2000

## A New Era

Nathalie Stoyanof Suda – 5th Generation

Nathalie graduated from Le Cordon Bleu in 2000 and started to work in Beyaz Fırın.



2001 Nathalie and Mitko in Çiftehavuzlar Beyaz Fırın

In her first year of business, she preferred to visit the kitchen frequently where she was feeling secure. She was trying new recipes with Master Hıdır, observing the business in between times, and sharing her thoughts with her father. With her lead, they agreed on the necessity to make a stride for the institutionalization of Beyaz Fırın.

### The Institutionalization Process

Nathalie was ready to take part in that process. They had to establish a Human Resources Department as a first step of this process where they showed sensitivity to proceed with a professional approach and without compromising Beyaz Fırın's traditional structure.

While the institutionalization process was progressing, Beyaz Fırın's visual and written communication language was developing as well. Nathalie began to collect the family's story of 5 generations in a book and handed over the communication works to the professional hands of a Public Relations company.

The photo shooting held by a professional food photographer and a food stylist drew great interest in media. Beyaz Fırın became the avant-garde of the sector and attracted great attention with its photography and marketing works.

Then the time has come for the modernization of Beyaz Fırın's logo and the preparation of an identity guide. It was difficult to work with a well-established brand but Beyaz Fırın was as innovative as it was well-established and traditional. Nathalie began to work with a design company on the visual identity of the brand. The "well-established and traditional" attitude of the brand has been integrated step-by-step to the visual and written communication with the aim to develop the identity.

Beyaz Fırın Suadiye was opened in September 2005, followed by Ataşehir Beyaz Fırın in 2008. This was the first time they exceeded the boundaries of Kadıköy.

An original packaging design that Nathalie had in mind came to life for the macarons which was introduced for the first time to Turkey by Beyaz Fırın. Original packaging designs for shopping bags, cake, cookie, and chocolate boxes were designed shortly after.



Nathalie was also developing new products for special occasions. Special packaging designs were made for these products, and shops were decorated in accordance with the concept during New Year's Day, Valentine's Day, and Easter.

### Fresh and Additive-Free Product Principle

In late 90s, the central distribution system of frozen products suitable for fast lifestyle has emerged. Under these circumstances, producing the product on-site and putting it on the stand instead of diffusing it through a central distribution system caused a considerable raise of local production costs because every sales point had to have an in-house production process. But the use of frozen products was out of question for Beyaz Fırın which was determined to keep the fresh product principle and to put no additives on its production lines.



## makaron

The story of 1.5 tons of almonds

Nathalie was working very hard on the macaron, which was a French classic and whose recipe was kept under wraps.

After an R&D period of 2 years in the kitchen led by herself, macarons firstly came out in Turkey on Beyaz Fırın stands. The recipe was prepared taking the 5-generation taste experience into account, without the use of ready mixtures, preservatives, or additives.

At that time, there was another development that also attracted the attention of the press. Nathalie spent 1.5 tons of almonds to prepare the recipe for the macaron. The interview describing the tough R&D experience carried to the press with this title and many people heard about the macaron. Even today, Beyaz Fırın is one of the brands that come to mind when talking about macarons.

# 2000



## Boutique Pastry

During the institutionalization process, the personnel profile and human resources policy began to settle too. As another example of thinking out of the box, again, they preferred to recruit “schoolers” alongside the “regimental people”. Over the years, Beyaz Fırın has become like a school that trains masters for the pastry industry.

As a trained team formed, new steps began to be taken in the field of boutique pastry, which they had dreamed of for a long time. During this period, work began with graduates of the sculpture department. This was one of the firsts in the pastry industry in Turkey. First, the cakes were prepared by Master Hidir and his team, and then the sculptors covered the cakes with sugar coating and with a detailed decoration and shaping work. In this way, Beyaz Fırın soon became remarkable for celebration cakes.

As the Turkish leader of pastry trends around the world, Beyaz Fırın created the Naked Cakes collection in 2015. This was a collection comprising cakes prepared without sugar coating and sought after for their taste and natural look.



A photo from the days of boutique pastry lessons that Nathalie participated in USA, given by world-renowned Colette Peters.



Sourdough Bread from Beyaz Fırın

## Beyaz Fırın's Kid Cards

In days where CRM applications became popular, Beyaz Fırın started to prepare Kid Cards for families with children.

Especially designed for kids with their photo on it, this card was created to give the opportunity of off-price shopping. Information about the families who would like to have this card were being gathered with their consent and special advantages were being offered for special days. Beyaz Fırın's Kid Card project was the first CRM application of the brand created with the company's available possibilities.



## Beyaz Fırın's Sourdough Breads

Nathalie discovered San Francisco's famous sourdough bread thanks to her visits to bread workshops along with her uncle Angel. When she started to work in early 2000s, Beyaz Fırın's bread was already known but different flavors were not popular yet.

“During my high school years, when I started to spend time at Beyaz Fırın, I tried to learn about our bread story. The origin of Beyaz Fırın was a pastry and pastry bakery. When the brothers opened new bakeries, they both sold themselves and gave products to the sandwich shops. For example, we have the famous Haydarpaşa sandwich bread. When we went to the bread and pastry shop fair in Paris with my father at the age of 16, I had my mind set, Beyaz Fırın was going to make sourdough bread.”

Nathalie's sourdough bread trials of that time made those breads popular and put them in the shelves of Beyaz Fırın.

## Chocolat Chez Nathalie

Chocolates used in Beyaz Fırın as raw material were the only product that entered the bakery from the outside, but Nathalie and Mitko were sure that their level of know-how was enough to make their own chocolates.

The product that emerges when they combine the world's best quality chocolate brought from Belgium with selected fresh and dried fruits and nuts to prepare special chocolates, each of which is made individually by hand, they decided to offer quality, real chocolate under the brand Chocolat Chez Nathalie.

Chocolat Chez Nathalie, the boutique chocolate that was offered quietly inside Beyaz Fırın in those years and was mostly thought to be an imported brand, became a known and beloved boutique brand over time with its increasing varieties but unvarying taste.



# Breakfast at Beyaz Fırın



During its journey of 2 centuries, starting as a bakery of buns, pastries, and cookies, Beyaz Fırın continued to produce its traditional buns and cookies, and its sandwiches known since its first years on the Anatolian side.

The brand became very popular with its breakfast culture of 'one lemonade, two buns before going to the pier' started in Kadıköy and with its expanded product range in Çiftelavuzlar in 1990s. In 2008, along with potato wraps, buns, generous sandwiches, and pastries, eggs also were added to the breakfast chez Beyaz Fırın which was welcoming visitors from two sides of Istanbul.

Although Nathalie faced to the resistance of Mitko, breakfast options including eggs prepared with Beyaz Fırın's special interpretation besides the classic fried eggs took the brand a step further and made Beyaz Fırın a perfect place for breakfast.



# Launched First in Suadiye

## Beyaz Fırın & brasserie



Beyaz Fırın has been providing self-service since the day it was founded. Nathalie firstly worked hard on switching from self-service to table service and then convinced her father and her team.

After that, while the Suadiye branch was being renovated in 2012, the idea of including the dishes under the heading of "what comes out of the bakery" among the products to come out of the kitchen began to materialize.

In September 2012, Suadiye Beyaz Fırın started serving with a meticulously selected brasserie menu ranging from handmade pasta to pizzas cooked in a wood oven. In 2013, Ataşehir branch switched to Brasserie setup. Beyaz Fırın & Brasserie was opened in Akasya Shopping Center in 2015 and in Etiler at the beginning of 2017.

While it was a tiny pastry and pastry bakery in Balat, first a classical western patisserie culture and then a perception of a unique place that could be enjoyed outside the home had been successfully added to the identity of Beyaz Fırın.

Fresh, natural and daily production according to the principles of Beyaz Fırın itself was coming out of Beyaz Fırın's kitchen.

Today, Beyaz Fırın's brasserie menu offers unfamiliar flavors from the cuisines of Turkey, with specially produced ingredients and a unique interpretation.



### Beyaz Fırın & Brasserie

2012 Suadiye - 2013 Ataşehir  
2015 Akasya AVM - 2017 Etiler  
2018 Kanyon - 2022 Göktürk

# 2010

## Back On The European Side After Two Decades



The story of Beyaz Fırın started in 1836 in Balat made its development on the Anatolian side at the beginning of 1900s and the brand grew on this side till 2017.

The opening of Beyaz Fırın & Brasserie store in 2017 in Etiler was very meaningful because it represented the coming back of the brand to the European side after two decades with a brasserie menu prepared with an innovative approach, as well as with its contributions to the patisserie culture, and the traditional but ageless products of the bakery opened in Balat. Thus, the story of Beyaz Fırın reached even larger masses with Etiler store.



Please scan the QR code to watch the story of return of Beyaz Fırın to the European side after two decades.

### Association of 100-Year-Old Brands

Thanks to Nathalie who started her career in Beyaz Fırın in 2000, the brand made many important achievements but the most important one was to gather the milestones of the brand's history. Documents, photos, and stories of the past, as well as contemporary works were being collected and archived.

In 2015, Beyaz Fırın became a member of the 100-Year-Old Brands Association which unites the Turkish brands of 100 years old.



Please scan the QR code to watch the interview of Nathalie Stoyanof Suda about the 100-Year-Old Brands.



Savory Bun with Malakan Cheese, Smoked Rib Steak and Poached Egg,

Profiterole and Profiterole with White Chocolate and Raspberries



### From the Traditions to The Future

At Beyaz Fırın, "curiosity for products" and "innovative approach" were the hallmarks transferred from one generation to the other. It was a special pleasure for Nathalie to turn traditional patisserie products into new ones adding her interpretation. While some recipes were being created by themselves, some others needed exclusive works to turn products sinking to oblivion into new habits and tastes suitable to the new generation's relishes.



### Traditional Taste Transfer to the Future

Please scan the QR code to hear out Nathalie Stoyanof Suda explaining how Beyaz Fırın's traditional tastes are transferred to the future.

The Profiterole with White Chocolate and Raspberries, as well as Polka - a giant pate-a-choux ball filled with pastry cream and decorated with chocolate sauce - both inspired by the old profiterole, adorned Beyaz Fırın stands many years ago and were held in high esteem.

Behind the idea of adding Beyaz Fırın's age-old savory bun with malakan cheese and poached egg to the menu and serving the traditional mıhlama with mushrooms and poached egg was Nathalie's wish to commit those special products to the taste memory of the new generation

### Fit Products

Starting from 2018, alternative products for those who prefer the New Generation Nutrition begun to take place in Beyaz Fırın stands. Chocolates and cookies served in Fit Products category are prepared with alternative flours and fruit sugars for those who would like to avoid consuming white refined flour and sugar.

Those products which made ground near hundreds of flavors prepared with white flour and sugar was also the fundamentals of Beyaz Fırın's "Feed Your Soul, Feed Your Body" philosophy. Fit Products became indispensable for those who do not prefer to get rid of traditional flavors, who would like to treat themselves from time to time and keep the taste when it comes to balance their diet.



# 2010

## Beyaz Fırın Online



### Beyaz Fırın Online Shopping

Beyaz Fırın has been digitalized very early thanks to Mitko's curiosity to the technology. He started to make research in early 2000s and then decided to have a website. And there was more. In 1960s the intent of Beyaz Fırın was to replace the home delivery service with carriage with the online ordering system. www.beyazfirin.com website set off in 2005, giving online ordering service for all products in 2014.

### Mobile Loyalty Application "BiDolu Puan"

Social media accounts begun to be used actively in 2014. It was possible to reach to the customers through digital platforms, instantly and out of the store. So, this was a digitalization period for the brand.

The brand's mobile loyalty application (CRM) "BiDolu Puan" was born in 2015. The application suitable for in-store and online shopping has now a loyalty club of approximately 90 thousand members and offers features such as the use of points, periodical campaigns and coffee and cake cards.

BiDolu Puan application, is today's one of the most active communication channels of the brand.



## Local Producers, Local Products

### Some of the Local Producers That We Cooperate

**Fram-Mey**, was founded in 1996 in Bursa, on fertile soils of the Uludağ foot with the aim to produce using right agricultural techniques. The company who contributed to the development of the mountain villages and created employments, is Beyaz Fırın's raspberry and blackberry supplier for around 25 years.



**Koçulu Peynircilik**, is a company which reintroduced 16 of 30 local cheeses of Kars to the market in the leadership of the cheese master İlhan Koçulu who is a fourth-generation member of a family from Zavot (Boğatepe Village, Kars) having its roots reaching to Caucasia and a history of more than 130 years.



### Local Producers

The journey that Beyaz Fırın started willingly in 2013 which aimed to support local products and local producers came to these days with new suppliers added every year, as well as through working and growing together. Finding additive-free local products of good quality requires a lot of moral and material effort and devotion but even under these circumstances the use of local products in Beyaz Fırın kitchen is still more than 80%.



### Local Products, Local Producers

Please scan the QR code to lend an ear to Nathalie Stoyanof Suda to learn more about the creative process of Beyaz Fırın, the big supporter of local products and producers.

### Products of the Season, The Cellar Movement

The items of the Beyaz Fırın menus are prepared for summer and winter seasons since the first day. Meals prepared with fruits and vegetables of the season change according to the coming one, and side dishes, deserts and even beverages took shape according to the season.

The action seeking to add an industrial level to the production by means of the conservation of summer products for winter using Anatolian traditional and healthy techniques formed the basis of the "Cellar Movement" of Beyaz Fırın.

### Feed Your Soul, Feed Your Body

To keep asking "Can we do better?", and always questioning the ways to achieve are behind the success of the family who live in this soil for 5 generations and who sustains the Beyaz Fırın brand by only producing food for 2 centuries. The "Feed Your Soul, Feed Your Body" motto that the brand embraced came out thanks to the "can we do better" question.

With this motto, Beyaz Fırın aimed to explain to its guests that eating is an act, a lifestyle nourishing and enriching the body, and forming an ideal balance between the health and the joy.



### Feed Your Soul, Feed Your Body with Beyaz Fırın!

Please scan the QR code to listen Nathalie Stoyanof Suda.



# Pioneers of the Sector

## Summer Tomatoes

Nathalie Stoyanof Suda tells you the story of summer tomatoes that we harvest in season and congeal. Scan the QR code to learn about it.



First time in Turkey: Beyaz Fırın Started to Use Free Range Eggs!

Please scan the QR code and listen. Nathalie Stoyanof Suda explains the details of this important evolution.

## Summer Tomatoes

It is important for Beyaz Fırın to consume the products of the season, but the brand also uses summer tomatoes in winter menus since 2016 by means of shocking the tomatoes under -40 degrees and conserving them into jars. Those tomatoes are raised in Bursa in summertime according to good agricultural practices.

In winter, the sauce for spicy Turkish omelette, pizza, and pasta is prepared with summer tomatoes handpicked and peeled. This application is also an awareness movement for Beyaz Fırın guests besides the flavor purposes.

## The Outcome of the Animal Welfare Studies with "Turkey Without Cages" Project: Use of Free-Range Eggs

Beyaz Fırın became the first brand in the sector consuming Free-Range No: 1 egg in all patisserie and brasserie products.

This movement started in 2021 has been awarded in December of the same year in an event co-organized by the Civil Society Organization named "Turkey Without Cages" who works on the animal welfare and the faculty of law of the Turkish-German University.



Tomato sauce!

Tomato sauce for eggs of the winter menu are prepared with summer tomatoes.



FREE RANGE %100

Free range no:1 egg is used in every product containing egg.

# Steps of Sustainability

## Use of Glass and Ceramic Instead of Plastic

With a decision made in the late 1980s, Beyaz Fırın started serving water in glass bottles. At that time, according to the information received from the water company the brand worked with, Beyaz Fırın was the first company in Istanbul to serve customers in glass bottles. During all these years, the brand have never given up the glass bottle that it believes is healthy, and have not allowed the plastic bottle to return to Beyaz Fırın.

Instead of plastic, glass and ceramic bowls are used at Beyaz Fırın since 1994. That choice enabled to prevent around 22.000 kg (22 tons) of plastic waste according to the records kept since 2016. With the increasing use of glass and ceramic bowls within years, Beyaz Fırın managed to get over its target every year.

With its campaign aiming to contribute to the sustainability of glass and ceramic bowls, Beyaz Fırın customers who use BiDolu Puan application, can gain points for every 3 bowls that they bring back to the store and can spend those points when shopping.



## Glass and Ceramic Instead of Plastic

Please scan the QR code to listen Nathalie Stoyanof Suda about the use of glass and ceramic utensils instead of plastic in all Beyaz Fırın shops since 1994.



3 Kase getir,  
50 BiDolu Puan kazan!



## Pack & Take Away

With this project that Beyaz Fırın initiated in 2016, Pack & Take Away boxes are prepared. Those boxes help guests to take the leftovers with them and give to stray animals.

Pack & Take Away boxes are designed and produced by handicapped students of Ataşehir rehabilitation center belonging to "Hayata Merhaba Derneği".

PAKETLE GÖTÜR!



Pack & Take Away: One of Beyaz Fırın's Contribution to Life Projects

Please scan the QR code to listen to Nathalie Stoyanof Suda to learn more about our collaboration with Hayata Merhaba Derneği for stray animals.



# Stories of Beyaz Fırın Employees



**Safiye Demir - Assistant Master for Cakes and Cookies in Kanyon Branch**

I am graduated from the food & beverage services department of technical high school, followed by the associate degree program and the gastronomy department where I passed with the external transfer exam.

I joined to the Beyaz Fırın team in July 2021 as an intern. My choice of Beyaz Fırın was based on the opportunity to observe both restaurant and patisserie business and helped me to make an important career decision and I proceeded to the patisserie domain.

When my internship has ended, I wanted to continue to work in Beyaz Fırın. The value given to employees had a great effect on my decision. The HR Department approved, and I started to work in the patisserie department.

Since August 2022 I work in Kanyon Beyaz Fırın as assistant master for cakes and cookies.



**Selhan Aykut - Supervisor of Moda Branch**

My business life in Beyaz Fırın begun in 2013 as a waiter. In 2016, I had to leave the work for one year due to my military service. When I came back, my job was waiting for me because you know, when you must make a pause to work due to obligations like military service, you know that Beyaz Fırın will always be waiting for you when you come back.

The supportive approach of managers who care about the employee's development guided me. After one year and a half I am transferred to Akasya store. I successfully completed the "Manager Assessment Program" in 2019 and became supervisor of the store where I was working. As for me it is a professional contribution to take part in the

opening process of new stores, I requested to work in newly opened Moda store. Our HR department and managers agreed, and I am in Moda store now. My next target is to become the store manager. I see that these processes are meticulously managed by the HR department. During promotion phases we are faced to exams and practices held by the assessment center. These are for competence measurement purposes.

Beyaz Fırın is our workplace, our source of living. We spent more time with our colleagues than with our families. This is my second home. I have a great sense of belonging and I love it.



**Nazlı Erbaş - Assistant Cook of Moda Branch**

After various experiences in the sector, I applied for Beyaz Fırın's counterwoman position in 2016. I worked behind the counter for around 1 year. In the mean-

time, I was taking various formations. Then I decided to pass to the kitchen, and I started to work as an apprentice. After one year I firstly became an assistant master, then a master. And now I am working in Moda branch as the Assistant Cook. Thus, I undertook the entire responsibility of the kitchen.

As every job, the kitchen also has some difficulties, but I felt better and more relieved in Beyaz Fırın. My masters were most supportive to me as a woman, I found the opportunity to develop myself in the kitchen. And my managers and the HR department offered me this new position.

To have a run for my money and to be appreciated while I was doing my job with affection is wonderful. I can say that this career is a boom time for me.

The possibilities that Beyaz Fırın provides to its employees are pleasing. The HR department is open to communicate and manages a system which values the employee, and which is intended to evolve its personnel. This is not an oppressive workplace, that's why I am happy to come here every day.

I am excited for my new position in Moda store. I will work in my kitchen with my team, and I will do everything I can to carry this responsibility that Beyaz Fırın gave me in the best manner.



**Fikret Pınarlı - Chocolate and Ice Cream Master, Production Center**

After being graduated from high school, I decided to work in the food sector. In 2006, I applied to Beyaz Fırın's position for cake making with the help of my friend. I was an apprentice for approximately one year and then became an assistant for before and after processes of cake preparation. And I promoted to the assistant master position.

After the military service, the HR department offered me a position in chocolate and ice cream department. In our business, to be open to change and to the product development is very important, so I was glad that the company preferred to see me in another area. There, I started with the ice cream production and continue with chocolate 6 years after. By the way, we trained the apprentices who came to work with us and brought them to the sector. Beyaz Fırın is like a school. Especially the product trials where our masters and chefs are involved are so instructive.

Beyaz Fırın is a brand of trust. This is so motivating for all of us. Always asking for more philosophy that the brand embraces develops us all.



**Burak Akdeniz - Manager of Kanyon Store**

My professional journey with Beyaz Fırın Ataşehir store started in 2014 as a supervisor. I took charge in shifting from self-service to table service, training of new waiters, system implementation processes of the store. My undergraduate education was on logistics but Beyaz Fırın's professional structure in a family way made me decide to proceed on the restaurant sector. Here, I learned new things every day.

In 2015, when I was 25, I got my first promotion and became the store manager of Akasya branch which was newly opened at that time. I was in charge of a team of 40 people. Then I was assigned as the manager of Kanyon store opened in 2018.

When I look back, I am now a manager involved in the opening process of 2 stores of Beyaz Fırın which will have 11 stores soon. Growing up with Beyaz Fırın, making Beyaz Fırın grow and taking part of that journey make me proud.

I love the change, working in new locations, in different concepts.

Beyaz Fırın always aims better. We

also adopt this approach. The HR department offers many opportunities of self-development to the employees, makes objective and accurate assessments using assessment center applications which measure our personal qualities and professional competences. There are promotion assessment processes supported by internal and external trainings for all positions. This creates equality of opportunity for each employee's career development.



**Celal Er -  
Assistant Cook of Akasya Branch**

I met Beyaz Fırın in 2009. All to the good! I came to Istanbul when I was 24 and started to work in Beyaz Fırın as a dish washer. Then I proceeded step-by-step from the bottom line.

Beyaz Fırın is always a school to me. The company contributed me a lot, made me have a profession. I couldn't crack eggs when I started to work in the kitchen, but I learned every details afterwards. I even became able to prepare appetizers. Then I said to our chef that I would like to pass to the kitchen. Thanks to all, they never refused me. I first became an apprentice, then a master and now I am an assistant cook. Beyaz Fırın gives a chance to its employees to learn and develop them-

selves. Today, we are training our apprentices. We are like brothers and sisters. Beyaz Fırın is my home. Beyaz Fırın wins, we win.



**İsa Akyol -  
Manager of Moda Store**

I started to work in Beyaz Fırın in 2010 as a driver. Then I talked with store managers and passed behind the counter.

There I had a chance to show my abilities and climbed the stairs step-by-step. After one year and a half I became the chief of counter. Beyaz Fırın supported me and trusted me as a family, this was so meaningful to me.

Beyaz Fırın moved to the brasserie concept when I was the chief of sales for a four-year period. Then I was assigned as a supervisor to Ataşehir store because of my success of captainship in the counter and the service parts at that time. Being actively involved in the opening of Etiler store was my project task. In my opinion, working in different stores contributes to my development. So, I passed to Akasya branch as a supervisor.

I had many in-house and external trainings. They all contributed to my career path, and they all were suitable for my

positions. External trainings are especially nourishing as they bring our hidden management skills into light and help us to implement those skills to our professional life.



**Aydın Ok -  
Assistant Master of Bakery Products,  
Production Center**

I started to work in Beyaz Fırın's bakery products section in 2013 as an apprentice. After two years, I became the assistant master of bakery products of Ataşehir store's production department. While I was working as an assistant master, I had to join the army. I came back and I picked up where I left off. Now I almost work in every store and in the production center as well.

My relationships with my colleagues and my friends in the lodgment are motivating. My masters are like my fathers, we work together for nine years now. They support us and train us.

The product variety chez Beyaz Fırın contributed a lot to my development. It's nice to learn a lot during product trials. This is my responsibility to share what I learned with my teammates.



### **Beyaz Fırın Moda and Nişantaşı Stores**

Following Beyaz Fırın Göktürk branch, Beyaz Fırın opened Moda and Nişantaşı stores in the last quarter of 2022.

Moda and Nişantaşı stores serve within the frame of All Day Breakfast & Lunch concept with a selective breakfast, patisserie, and lunch menu.

# 2022

# Beyaz Fırın

Kadıköy

Çiftehavuzlar

Erenköy

Suadiye

Ataşehir

Akasya

Etiler

Kanyon

Göktürk

Moda

Nişantaşı

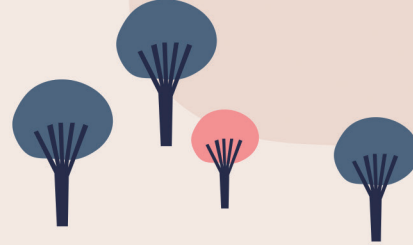
[beyazfirin.com](http://beyazfirin.com)

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*Göktürk*



*Nişantaşı*



1800'ler

*Balat*

