

# Ethno Support

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# Produkt: Simit

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- Simit (Turkish) is a sesame pastry made of yeast dough. An important characteristic is the crusty outside and the soft inside.

In Greece this sesame pastry is called Koulouri, in Bulgaria Gewrek and in Serbia Devrek.

The characteristics of the Simit vary from region to region.

SIMIT – Sesame pastry rich in vitamins

This traditional pastry created 500 years ago in the Ottoman Empire was presumed to be the breakfast of a Sultan and it won highest favour from the Orient to the Balcans.

Today it is the typical office-breakfast or an occasionally snack which has taken many German visitors by storm. Served ideally with black tea, feta cheese and olives, this pastry gives off an air of Mediterranean lifestyle.

This easily digestible pastry with sesame is very rich in vitamin E, B1, B2 and provitamin A, unsaturated fatty acids and minerals, such as Calcium, Magnesium and Iron.

# Geschichte

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Beside that sesame has a high content of lecithin. It therefore acts tonic and cholesterol-lowering. But the popularity of the Simit is without doubt due to its unique taste.



# Zutaten

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- Wheat flour, rye flour, corn flour, water, Margarine, yeast, malt, salt, baking powder, sesame and grapes syrup.
- The baked simit has a weight of 120g



# Variationen

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- 1. Simit Balkan

with feta cheese, leaves of  
lettuce, tomatoes and olives



- 2. Simit Ruco

with cheese, arugula, tomatoes  
and olives



# Variationen

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- 3. Simit Sucuk

with Sucuk, cheese and leaves of lettuce



- 4. Simit Chicken

with chicken sausage, cheese  
and leaves of lettuce



# Variationen

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- 5. Simit Mozza

with mozzarella, arugula, tomatoes  
and balsamico



- The Simit is also available with different spreads such as jam, honey, Nutella, pesto, and cream cheese.



# Your advantage

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With Simit you will reach ethnic customers who already know and enjoy this product from their home countries. These customers are from the following countries:

Turkey, Egypt, Albania, Croatia, Serbia, Bosnia, Bulgaria, Greece, Romania, Hungary, Russia, Ukraine, Uzbekistan, Turkmenistan.

This product is also well known and popular to tourists. Thus this product is linked to home feelings and holiday memories.

# Experiences

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Experiences of our clients:

Our clients report on a new clientele, who until now was not the customer base. The filled Simit is the bestseller – also pupils and students are buying it.



# Technical Data Sheet

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Product:	Simit
Product identification:	frozen sesame pastry of wheat dough, unbaked
Ingredients:	wheat flour, water, vegetable fat, corn flour, rye flour, malt, malt, yeast, salt, sesame, grapes syrup
Weight:	120g (one dough)
Nutrition facts:	340 Kcal (per dough á 120g) 1377 Kjoule 9g protein 11g fat 49g carbohydrates 3,5g roughage

# Technical Data Sheet

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Article No.: 110043  
Storage temperature: -18°C  
Durability: 6 months

## Preparation notes:

Preheat oven to 210°C. Bake the frozen product with steam(300 ml) at 180°C for about 14-15 minutes. Open a little bit two minutes before end of baking time. Baking time and baking temperature can vary depending on oven type.

## Packaging::

The Simit is sold as dough (pre-baked)  
60 pieces packed in cardboard box  
44 cardboard boxes on a pallet (2640 St.)

# Promotional Posters

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We can top your Simit as desired!

# Product: Börek

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- Börek (Turkish) is a traditional turkish pastry made of Yufka-dough with various fillings. The fillings mostly consist of feta cheese, minced meat or spinach. This type is well-known on the market; it is relatively fat. Our Böreks are made of yeast dough which is made differently than the well known Börek.

# Product: Börek

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- By a lower fat content

We offer a high quality taste experience by a lower fat content and a spicy filling.

Börek is very popular in the Balkans under various names.

Depending on the variation it can be everyday food or feast and it can also be served cold as snack .

# Ingredients

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- Wheat flour, water, 18% cheese (48% fat), vegetable oil, milk, vegetable fat, yeast, cross-linked starch E1414, iodized salt, emulsifiers: E472e, E322, E471; yeast extract, herbes and spices, citric acid, flavor, Betacarotene dye.

Decor: sesame seeds, black cumin, pasteurized egg.

The baked Börek has a weight of 150g

# Variations

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- 1. Börek Cheese

Art.Nr.: 41105



- 1. Börek Tuna

Art.Nr.: 41205



- 1. Börek Spinach

Art.Nr.: 41305



# Your advantage

Ethno Support

With Börek you will reach ethnic customers who already know and enjoy this product from their home countries. These customers are from the following countries:

Turkey, Egypt, Albania, Croatia, Serbia, Bosnia, Bulgaria, Greece, Romania, Hungary, Russia, Ukraine, Uzbekistan, Turkmenistan.

This product is also well known and popular to tourists. Thus this product is linked to home feelings and holiday memories.

# Technical Data Sheet

Ethno Support

Product: Börek  
Product identification: frozen dough with cheese filling,  
pre-baked

Ingredients:  
wheat flour, water, 18 % cheese (48% fat), vegetable oil,  
milk, vegetable fat, yeast, cross-linked starch E1414, jo-  
dized salt

emulsifiers:  
E472e, E322, E471; yeast extract, herbes and spices,  
citric acid, flavor, Betacarotene dye.

Weight:  
150g (one dough)

# Technical Data Sheet

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Storage temperature: -18°C  
Durability: 6 months

## Preparation notes:

Preheat oven to 180°C. Bake the frozen product at 170-180°C for about 19-22 minutes. Baking time and baking temperature can vary depending on oven type.

## Packaging:

The Börek is sold as dough.

40 pieces packed in cardboard box

96 cardboard boxes on a pallet (3840 St.)

# Promotional Posters

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Vielen Dank

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