

**Veritá**<sup>®</sup>

**FRUITS  
OF THE  
WORLD**

**iDEAL**

**What do  
we do?**

**We source fruits  
and vegetables  
globally, distribute  
and market them.**

**Our supply  
network extends to  
49 countries on  
6 continents.**

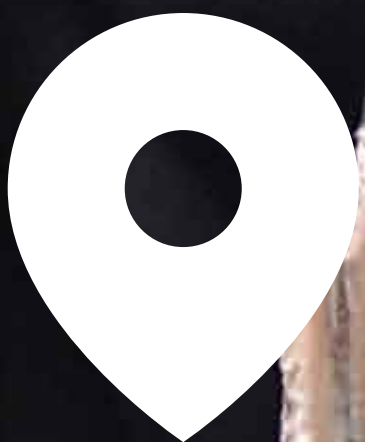


# Costa Rica





**China**

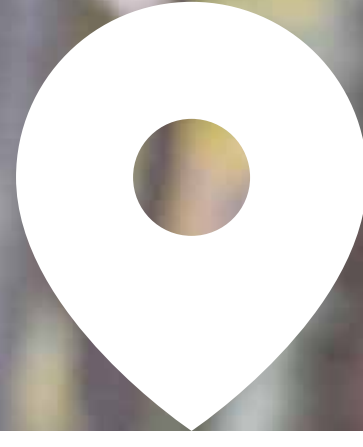


Kenya



**Türkiye**





India





**How do  
we do?**

**We manage  
operations with our  
Türkiye, Netherlands  
and Costa Rica  
offices.**



**Costa Rica**

**Netherlands**

**Türkiye**



**Verita**



**Verita**  
Ananas  
Golden Sweet Pineapple  
www.verita.com.tr

KRONE

We meet all needs of  
the retailer with our  
**regional representative  
network** all over the  
country.



İDEAL

Verita

Verita

DÜN-  
YANIN  
MEYVE-  
Sİ

Ankara

dunyaninmeyvesi.com

Veritá

DÜN-  
YANIN  
MEYVE-  
Sİ



İzmir



Mersin

İDEAL

Mersin Bölge Temsilciliği  
No: 118 / A

dünyanın  
meyvesi.com

arım

.merttarim.com.tr



Verita'nın  
Gurme Lezzetleriyle  
Tanıştınız mı?



Antalya





Yalova



**We grow apples,  
pears and grapes  
on our  
1000-decare land  
in Denizli.**



**We do all of our  
logistics with our  
special  
air-conditioned  
vehicles.**



**The cold chain is  
not interrupted at  
any stage of the  
operation.**



Cold Chain





FOOD SAFETY MANAGEMENT  
**ISO 22000**  
SYSTEM STANDARD

FOOD SAFETY MANAGEMENT  
**FSSC 22000**  
SYSTEM CERTIFICATE

CLASS 1 ANANAS COMOSUS  
EXPORTER: VERITA TROPICALS  
COSTA RICA S.A.  
MAG: 3104  
PRODUCT OF COSTA RICA  
www.verita.cr

**Veritá**  
Ananas  
Golden Sweet Pineapple

COUNT	5	6	7	8	9	10	12	15
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STORE AT 7°C / 45°F  
NET WEIGHT: 12 Kgs  
GROSS WEIGHT: 13 Kgs

PREMIUM QUALITY HEALTHY FRUIT

QUALITY MANAGEMENT  
**ISO 9001**  
SYSTEM STANDARD





Veritá  
DÜN-YANIN MEYVE-Sİ

dunyaninmeyvesi.com

Veritá  
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Veritá  
DÜN-YANIN MEYVE-Sİ

Veritá  
DÜN-YANIN MEYVE-Sİ

dunyaninmeyvesi.com



**We manage nearly  
300 product kinds  
with the assurance  
of uninterrupted  
supply throughout  
the year.**

22,95 ₺

24,95 ₺

19,95 ₺

109,95 ₺

42,95 ₺



ANANAS  
44,95 ₺

Fisel

Verita Ananas Golden Sweet Pineapple

Verita Ananas Golden Sweet Pineapple

# We apply **Transit Sales System.**

We receive orders from our customers one by one and provide delivery with our vehicles.

We place our products on the shelves ourselves. We provide constant availability on the shelf.

MEYVE SUYU PORTAKAL - 330ML 300 TL	30235962	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235967	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235968	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235969	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235970	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235971	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235972	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235973	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235974	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235975	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235976	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235977	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235978	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235979	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235980	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235981	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235982	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235983	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235984	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235985	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235986	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235987	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235988	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235989	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235990	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235991	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235992	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235993	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235994	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235995	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235996	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235997	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235998	34,95 TL
MEYVE SUYU PORTAKAL - 330ML 300 TL	30235999	34,95 TL

39  
MEYVE SUYU  
0



**Through our Transit Sales System, we control the prices and stocks of products on the shelves, and remove the product that has short shelf life.**

**We provide this service continuously and on certain periods.**

**Our customer knows the day the product will be received.**



49,95₺



59,95₺

32,95₺

169,95₺



4,95₺

34,95₺

37,95₺

49,95₺

24,95₺



69,95₺

139,95₺

79,95₺



154,95₺

48,95₺





**Verita**  
Demirhindi

**29<sup>95</sup>**  
Carniflor®A Karı'nın Özü  
**14<sup>90</sup>**  
KIVI KG  
1 KG

**GURME**

69<sup>90</sup>

14<sup>90</sup>  
**12,90**

66<sup>90</sup>

21,95

48<sup>90</sup>  
**39,95**

59<sup>90</sup>



ANANAS  
1 ADT  
GURME

MEYVE SUYU PORTA  
0,500 L  
GURME

MEYVE SUYU PORTA  
0,500 L  
GURME



Verita'dan  
sağlık ve lezzet  
kaynağı  
taze zencefil.

Verita'dan  
sağlık ve lezzet  
kaynağı  
taze zencefil.

Verita'dan  
sağlık ve lezzet  
kaynağı  
taze zencefil.



**We lead the  
market with  
quality-oriented  
innovative  
products.**

# READY TO EAT CATEGORY



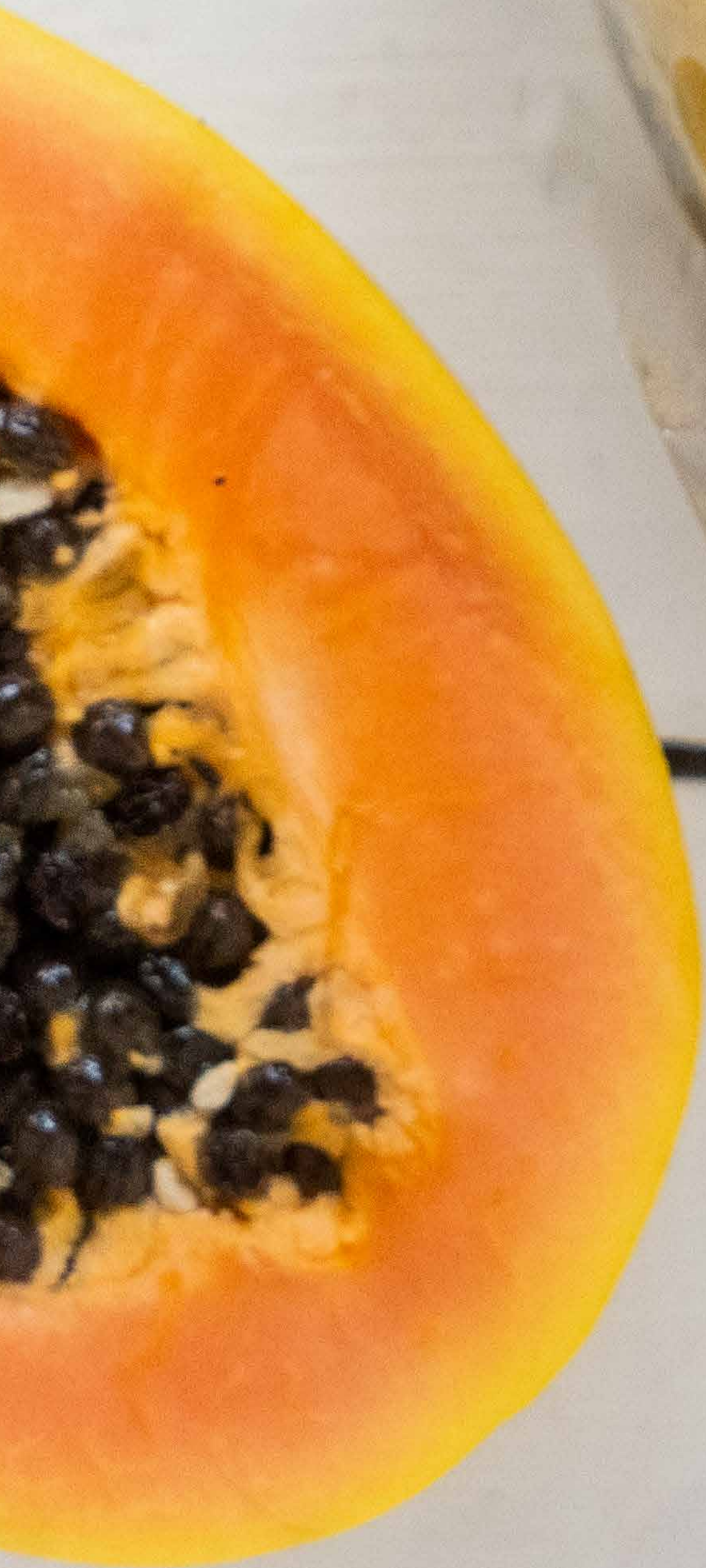
Gurme  
**Veritá**  
Papaya

OLGUN

**YEMEYE  
HAZIR**

RIPE

**READY TO EAT**



Gurme  
**Veritá**  
Papaya

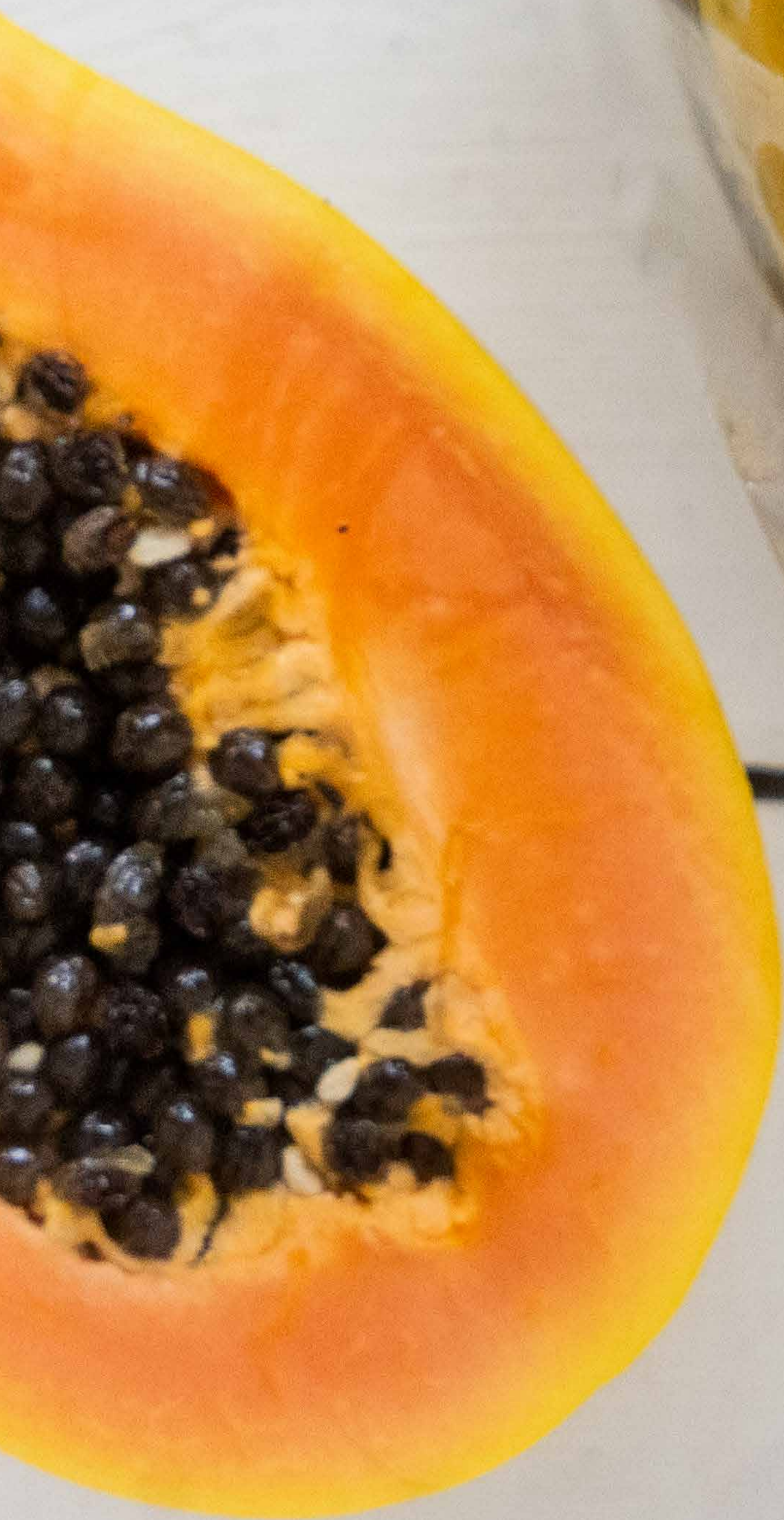
OLGUN

**YEMEYE  
HAZIR**

RIPE

**READY TO EAT**

8 698555 412922



Class 1

Verita

ORMAN  
MEYVELERİ

Detaylı ürün  
bilgisi için  
QR kodu  
okutunuz.



DR  
BLUE

SOĞUK  
TÜKETİNİZ

YABAN MERSİNİ  
BLUEBERRIES

verita.com.tr



1 porsiyon (150g) için RA\*  
Enerji 358 kJ  
100 g için: 57 kJ / 239 kcal  
\*Değerler ortalamaya bir Yetiştirilme Referans Alımı Düzeyini belirtir (84400 kJ / 2000 kcal)

KOLESTEROL, YAĞ  
ORANI DİĞER

**BERRIES  
CATEGORY**

Class 1

**Verita**

ORMAN  
MEYVELERİ

**Ahududu**

Frambuaz/Raspberries

Taze, doğal, özel lezzet.

Detaylı ürün  
bilgisi için  
QR kodu  
okutunuz.



verita.com.tr

Verita Taze Ahududu'yu ister  
taze taze alacağım ister, isterse



1 porsiyon  
Class 1

**Verita**

ORMAN  
MEYVELERİ

**Böğürtlen**  
Blackberries

Taze, doğal, özel lezzet.

Detaylı ürün  
bilgisi için  
QR kodu  
okutunuz.



verita.com.tr



Class 1

**Verita**<sup>®</sup>

ORMAN  
MEYVELERİ

**Frenk Üzümü**  
Redberries

Taze, doğal, özel lezzet.

Detaylı ürün  
bilgisi için  
QR kodu  
okutunuz.



verita.com.tr

1 porsiyon (150g) için PA  
100 g için 234

# FRESH CUT CATEGORY





Vainilla

FRESH  
CUT



**6**

**DIFFERENT  
KINDS**

# RAW JUICE CATEGORY

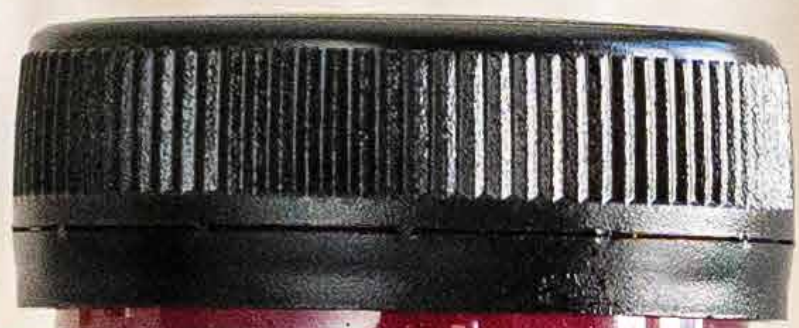
**Veritá**

**RAW  
JUICE**

Ananas  
Mango  
Kivi

COLD PRESS / VEGAN

750 ml



**Veritá**

**RAW  
JUICE**

Elma  
Pancar  
Limon

COLD PRESS / VEGAN

750 ml



# 25 DIFFERENT KINDS



**Veritá**

**RAW  
JUICE**

Yeşil Elma  
Marul, Limon  
Ispanak Kivi  
Maydanoz, Pazi  
Zencefil

COLD PRESS / VEGAN

750 ml

**We have operating  
points inside of  
national market  
chains.**



# geri tazelo



Organik Vitamin ithal







erli Besen Doğru

Dana Kıyma	159
Dana Kuzbaşı	173
Dana Döş Sarma	164
Dana...	19

Kasap

Yerli Tohumlu Doğru Patlıcan

Verita DÜNYANIN MEYVESİ

Verita Demirhindi

109

42

69

45

FIRSAT 19

109

42

129

24,95 ₺/Kg

BİRİM FİYATI 24,95 TL/KG

KIVI İTHAL 1KG

149

99,95

129

**We reach our  
customer directly  
through the online  
sales point.**

**DUNYANIN  
MEYVESI.COM**



taptaze ürünler  
dunyanin  
meyvesi.com'a

Verita

DÜN-  
YANIN  
MEYVE-



Gıda // 10 Desi

Verita  
DÜN-  
YANIN  
MEYVE-  
SI

dunyanin  
meyvesi.com

Hiyenik  
Uygun Sol  
Paket

**DUNYANIN  
MEYVESI.COM**

**We provide  
constant  
marketing support  
to sales points.**





VERİTA'DAN  
MALEZYA'NIN NEFİS  
LEZZETLERİ

Malezya



Veri<sup>®</sup>



SİZİ  
İÇİN



VERİTA'DAN  
MALEZYA'NIN  
NEFİS  
LEZZETLERİ

Malezya



Veri<sup>®</sup>

DÜN-  
YANIN  
MEYVE-  
Sİ



000

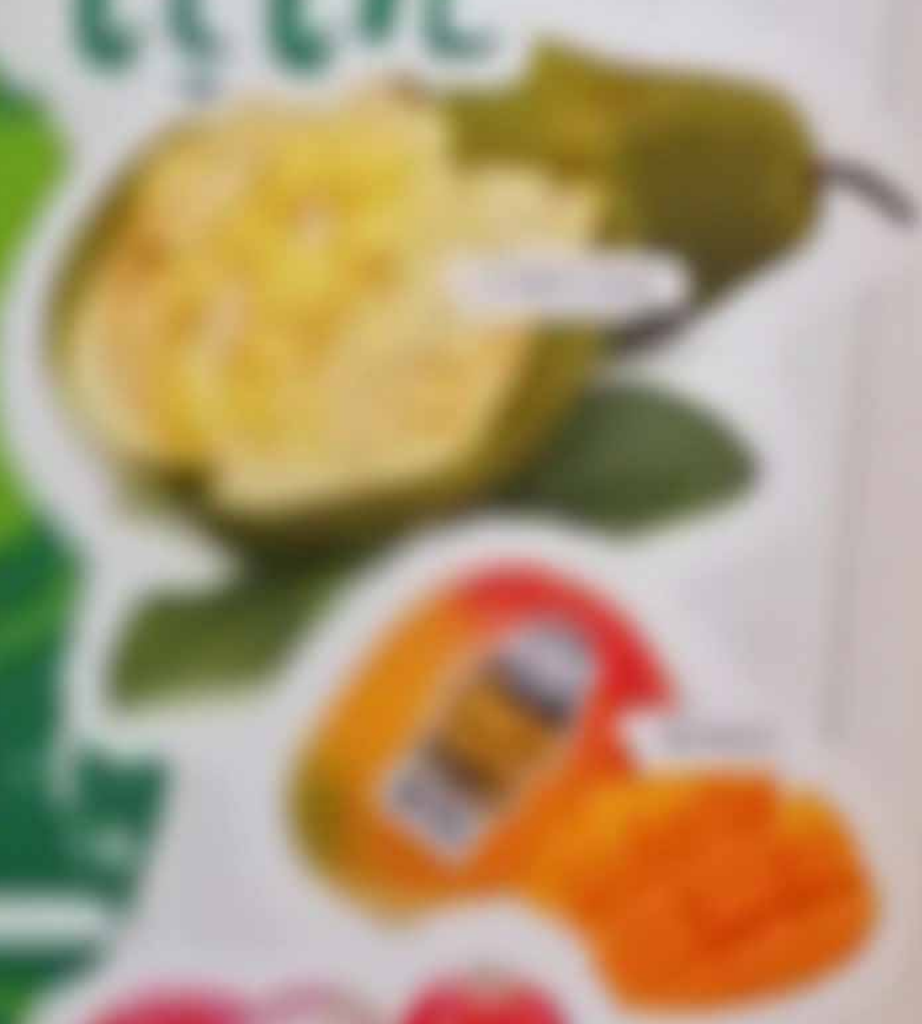
VERİTA'DAN  
HALEZZA'YIN NEFİS  
LEZZETLERİ



Verita

SİZİN  
İÇİN

DÜNYA



Halezza

SAYI: 9 | ÜCRETSİZDİR

**Verita**

SONBAHAR 2017

# Meyveli Rehber

SADECE MEYVE VE SEBZE  
HAKKINDA HER ŞEY

HEM TATLI HEM  
TUZLU OLABİLEN  
MUCİZE MEYVE

İLHAM VERİCİ  
ÖNERİLER

LEZZETLİ VE  
SAĞLIKLI  
TARİFLER

DÜNYANIN MEYVESİ:  
**MALEZYA**

NASIL  
SEÇİLİR?

NASIL  
HAZIRLANIR?

NASIL  
SAKLANIR?

NASIL  
KULLANILIR?

NEREDE  
BULUNUR?

Verita  
DÜN-  
YANIN  
MEYVE-  
Sİ

ISG







Verita  
DÜNYANIN MEYVESİ

Verita  
DÜNYANIN MEYVESİ

Verita  
DÜNYANIN MEYVESİ

Verita  
DÜNYANIN MEYVESİ

Verita  
DÜNYANIN MEYVESİ



Carrefour



KURKUMİN  
KAYNAĞI  
DOĞAL  
ANTIOKSİDAN

## ALTIN REÇETE: ZERDEÇAL

Tabiatın altın reçetesi!  
Taze zerdeçalla  
yemeğe, çorbaya,  
ete, balığa, salataya,  
yogurda, her şeye  
sağlık katmak  
çok kolay!



0800 21 00 44 | verita.com.tr



PEPITA®



PEPITA®

Yeşil Kabuklu  
Tatlı  
Mango



dunyanin  
meyvesi.com



PEPITA®



Prima  
geçen



PEPITA®

Yeşil Kabuklu  
Tatlı  
Mango



dunyanin  
meyvesi.com

PEPITA®

Yeşil K  
Ta  
Ma





pepita

pepita  
YESİL KABUKLU  
Tatlı  
Mango

pepita

pepita

pepita  
YESİL KABUKLU  
Tatlı  
Mango  
LÜKSÜK ÜRETİM  
BEKLEDİĞİNE YUMUŞAK  
TAN YAKININDA  
OLUR

SİZİN  
MİZİN

SİZİN  
MİZİN

SİZİN  
MİZİN

SİZİN  
MİZİN





# DÜN- YANININ MEYVE- Sİ







We organize  
"Friend of Fruit" days  
for our children in  
order to introduce and  
love fruits.



# YANILIN MEYVE- Sİ



”Hatırası

VERİTA MEYVE D



Veritá

dogakoleji.com



www.dogakoleji.com



www.dogakoleji.com



www.dogakoleji.com

”stu”









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[idealtarim.com.tr](http://idealtarim.com.tr)



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## **TÜRKİYE**

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T: +90 212 470 74 44

F: +90 212 470 83 33

info@idealtarim.com.tr

www.idealtarim.com.tr

## **THE NETHERLANDS**

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info@veritaholland.nl

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## **COSTA RICA**

### **Verita Tropicals Costa Rica SA**

T: +506 8992 8999

info@verita.cr

www.verita.cr