

Press Release

BİM placed a bid on October 30, 2017 for the annunciation of Meat and Milk Board in regards to the cheapening the prices of meat sales projects of Republic Of Turkey Ministry Of Food, Agriculture and Livestock.

In pursuant to the contract signed between our company and Meat and Milk Board on November 1, 2017, bone-in meat provided by the Board has been prepared in forms of mince and diced by our supplier firms in 500gr-MAP packages and the sales has been launched as of today in our stores all over the country.

BİM will not gain any profit of the sales within the frame of this project. Mincemeat is bought at TL29 and diced meats are bought at TL31 per kilograms including the VAT from our suppliers and are sold at the same price.

As BİM, we are quite pleased to take place in this project which enables consumers to reach one of the most important nutritional source red meat at a moderate price and which also complies with the principle of our firm that is to provide the quality good at affordable prices.