

## Press release

# Investment Move in Türkiye from La Lorraine Türkiye in Its 10th Year...

**La Lorraine Türkiye celebrates its 10th Anniversary with the opening of a new, state-of-the-art artisan bread production line, further anchoring its local presence, to continue its strong growth trajectory.**

Celebrating its 10th anniversary in Türkiye this year, La Lorraine Bakery Group is accelerating its growth momentum with the opening of a new state-of-the-art artisan bread production line in its bakery plant in Manisa.

**Manisa (Türkiye), 5<sup>th</sup> of May 2026** - Headquartered in Belgium and operating in the milling and bakery sectors, La Lorraine Bakery Group reaches consumers in more than 40 countries with its high-quality bakery products and is celebrating its 10th year in Türkiye. Marking a new milestone in its steady growth journey in the region, the company has elevated its production capabilities to the next level with the new artisan bread line commissioned at its Manisa facility. This strategic step further strengthens La Lorraine Türkiye's innovative approach to bakery products, while standing out as a significant milestone that advances its position in the region.

### **Over 100 million euros invested in Türkiye in the last 10 years...**

La Lorraine Türkiye began its local bakery operations in 2016 with a fully automated bread line established in Manisa and has significantly increased its production capacity over the past decade through investments in (artisan) bread, viennoiserie and savoury (börek) product categories. Today, the facility operates with five production lines, serving as a strategic production hub for Türkiye and the Middle East.

With more than 20 regional sales offices across the country, La Lorraine Türkiye, together with its distributor network, employs approximately 750 people today. Over the past 10 years, the company has invested more than 100 million euros in Türkiye, with the Manisa facility playing a critical role in its growth strategy. Together with the distributor and retail partners, the bake-off segment was built in Türkiye, offering consumers a fresher and tastier bakery offer. This resulted in an annual strong and continued revenue growth over this last decade, doubling sales over the last 5 years. With the newly created capacity and solid commercial strategy, La Lorraine Türkiye aims to double sales again in the next 5 years.

### **Guido Vanherpe, Group CEO:**

"For 10 years, La Lorraine Bakery Group has combined craftsmanship with innovation, and

our pioneering role in bake-off technology continues to shape how consumers enjoy bakery products worldwide. As we celebrate the 10th anniversary of production in La Lorraine Türkiye, we are proud of the successful role this market has played in our expansion outside Europe in 2016. Türkiye's dynamic market, strong bread culture and the significant untapped potential for bake-off innovation made it a logic step for growth that materialized these past 10 years, making Türkiye and later the Middle East a key gateway in our eastward expansion. Furthermore, the future growth potential of our Turkish company makes it strategically central to realize our Group's ambitious growth plans by 2030. As a family-owned company, we value the entrepreneurship, passion, energy and resilience of our Turkish team, and we are committed to continue writing the bakery story of the future together "

### **La Lorraine Bakery Group, one of the pioneers of "Bake-off" technology**

Founded in Belgium in 1939 by Gerard Vanherpe as a flour mill, La Lorraine Bakery Group entered the bakery sector in the 1970s and continued to grow in fresh bakery products. In the 1980s, it became one of the pioneers of the revolutionary "bake-off" technology. Today, the company operates in four main areas: frozen bakery, fresh bakery, store concepts, and milling, offering a wide range of products including bread, patisserie, sweet snacks, viennoiserie, and savory items. The "bake-off" technology is based on halting the production process by freezing the products just before the baking stage or after partial baking. This allows the final baking process to be completed at the point of sale, making it possible to offer freshly baked products at any time of the day, and offer the consumer more variety & choice. The technology also contributes to reducing food waste by improving stock management efficiency.

La Lorraine Türkiye was one of first bakery companies producing frozen bakery in Türkiye, transforming the bakery market in retail and foodservice in Türkiye.

### **Türkiye: First country outside Europe in LLBG's 'Go East' expansion strategy**

Today, La Lorraine Bakery Group operates with 18 production facilities across 10 countries and employs more than 5,700 people, offering over 1,500 fresh and frozen product varieties to consumers. In 2025, the company generated a revenue of 1.57 billion euros, with 54% of its revenue coming from Western Europe and 46% from the rest of the world. As the company's first investment in a bakery plant outside Europe, Türkiye holds a key position as a gateway market in its eastward expansion strategy.

### **Neslihan Nigiz Ulak, Regional VP Türkiye & Middle East:**

With the new artisan bread line in Manisa, we are further expanding our capacity to offer more artisanal, high quality, and innovative products tailored to local consumer preferences. This milestone reflects the trust of our customers and the close collaboration with our partners and distributors, with whom we continue to write the La Lorraine Türkiye story every day. On the other hand, this facility in Manisa is far beyond the definition of a factory for us. This place is an expression of the respect we have for the meaning of bread in these lands. Because in Anatolia, if bread falls to the ground, it is kissed and placed on the forehead as a sign of respect; it is not stepped on or thrown away. As a matter of fact, in the research we conducted together with Marketing Türkiye and Aksoy Research, 84.3% of society defines bread as 'sacred.' Bread stands side by side with the concepts of blessing, abundance, and indispensability. For us, this data means more than a statistic, it represents a responsibility. Because here, we are not only producing. We are touching a cultural value.

Looking ahead, our ambition is to continue our strong growth trajectory, strengthen our sustainable product leadership, and doubling sales by 2030, growing side by side with our

customers, partners, and distributors, and delighting Turkish consumers with freshly baked, high quality and innovative bakery products. Türkiye is becoming a center of excellence for the region, running also the Middle East from our Istanbul office, becoming a growth hub for further expansion into these markets and even towards North Africa.”

### **Ambition 2030: Strengthening Market Leadership and doubling sales**

With the new artisan bread production line in Manisa, La Lorraine Türkiye has taken another step to grow its production capacity and expand its product range into more artisan, expressive, high-quality and innovative bakery products.

La Lorraine Bakery Group is reinforcing Türkiye's position in its strategic growth plans. Among the key drivers behind this investment are Türkiye's dynamic market structure and its position as one of the countries with the highest per capita bread consumption. Additionally, the transformative potential of “bake-off” technology in the bakery market – with still huge opportunity for further development, growth & innovation -, and growth opportunities in partnership with retail as well as in foodservice channels, make the Turkish market very strategic in the future.

The ambition is to continue the strong growth momentum, double sales by 2030 in line with our sustainable product leadership strategy, and continue delighting thousands of Turkish consumers every day with innovative, high-quality, and freshly baked bakery products.

### **Contact**

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### **About La Lorraine Türkiye**

Created in 2013 as a frozen Bakery import & sales division, serving as our gateway to Turkish cities and the Middle East region. In 2016 a new plant was built in Manisa, today operating 5 production lines. The Istanbul Office takes care of all Sales & Operations, in addition, the company maintains a strong nationwide presence with more than 23 regional sales offices across Türkiye. La Lorraine Türkiye employs approximately 350 people..

### **About La Lorraine Bakery Group**

La Lorraine Bakery Group (LLBG) is a 100% family-owned milling and bakery company headquartered in Belgium. With its 5,700 employees, the company operates in over 40 markets, producing bakery products in 18 state-of-the-art bakery plants and one flour mill.

Our business spans four key areas: Frozen Bakery, Fresh Bakery, Store Concepts and Milling. In 2025, the Group reported a revenue of 1.57 billion EUR.

We are committed to sustainability, innovation and creating value for all stakeholders. Our mission is to provide natural, tasty and fresh bakery products while supporting balanced nutrition and consumer delight. Through expertise, technology and talented employees, we aim to transform the bakery market and grow a better company for generations to come.

Every day, we get up to bake a better world together.

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