

# THERE ARE NO LOW-HANGING FRUITS LEFT.

Pandemics, broken supply chains, alarming level of global inflation, sky-rocketing energy prices, climate change, overwhelming difficulties related to the sustainability of natural resources, and wars... Also the new developments in technology like AI, new fintech solutions, 5G, metaverse, digitization of commerce and shopping.

Brands have never had to fight such a tsunami of change before that challenges growth, profitability, and customer retention.

Times have changed. Now brands will need to find new ways to sustain relevance and win against their rivals.

# NOW IT'S THE ERA OF 'ELEVATED BRANDS' DEFINING THE NAME OF THE GAME.

The winners of the new times will be the elevated brands which will not only cope with the change better, but also use it as an engine for growth to increase revenues, profitability, and market share.

That's what we call TOTAL BRAND ELEVATION.

Argus Growth Agency & I-AM present

# TOTAL BRAND ELEVATION

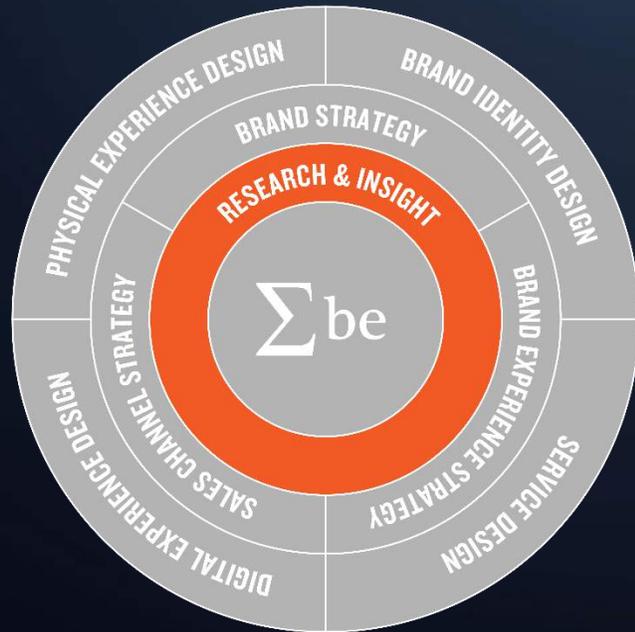
a breakthrough brand management model that enables orchestration of all phases of strategic brand management, from insight to day-to-day operations.

TBE begins by uncovering the deepest customer motivations and market opportunities that a brand needs to become sustainably competitive. It develops brand strategies that redefine the game and identifies all the priorities, actions and design elements needed to implement the strategy.



# PRE-ELEVATION DIAGNOSIS

[RESEARCH AND INSIGHT]



Unprecedented times require unprecedented measures. In order for your brand to remain as a sustained growth engine, it has to find new ways to explore the untapped opportunities.

Conventional techniques are too shallow to understand customer's behaviors and their relationship with purchasing decision. Our patented research and analysis tools aim to unearth deeper insights and help you understand your brand's true potential with actionable next steps prioritized according to their impact on business results.

**mind-decoder**  
exploring the subconscious mind

**TEMP**  
brand intelligence platform

**Innovation Clinic**



# ELEVATION ROADMAP

[STRATEGY]



Your brand's elevation process requires a unique strategy, developed according to the untapped opportunities meticulously matched with your competencies and resources.

Be it a brand strategy, a sales channel strategy or a brand experience strategy, we help you put your brand into the right track to remain as a sustained powerhouse.

With hundreds of true success stories in diverse set of industries from telecom to FMCG, durables to retail, our strategy tools help you walk the talk with a result-driven roadmap.

*Coca-Cola*

**ENERJISA**

*Penti*



# ELEVATION DESIGN

[BRAND IDENTITY AND EXPERIENCE DESIGN]



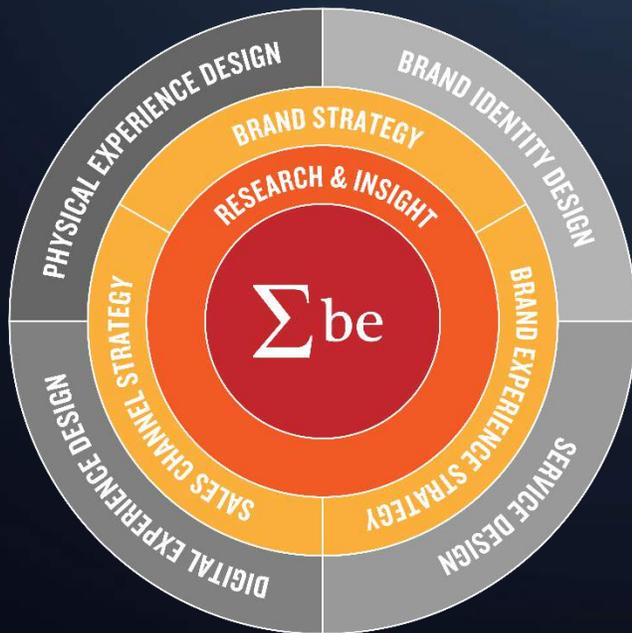
Translating customer insights into strategy, and strategy into design is the key to business success. In order to achieve total brand elevation; all customer touchpoints, whether it be brand, physical sales channels or digital channels, should be designed in line with the brand strategy built to reach the desired customer experience.

With our multi-disciplinary design team in our London, Istanbul and Dubai studios, we design brand identity, physical spaces and UX/ UI processes that guarantee the best business results.



# TOTAL BRAND ELEVATION

[BRAND MANAGEMENT GUIDELINES AND PRINCIPLES]



We provide you with all the musts and rules to guide you manage your brand in accordance with the right strategy and right brand experience design.

We give you THE TOTAL BRAND ELEVATION BIBLE to make sure that your day-to-day operations are consistent and relevant with your brand's true growth potential.

In the total brand elevation bible you will get all the WHYs, WHOs, WHATs, HOWs, and WHENs to keep your brand in the growth path.



# MORE ABOUT YOUR TOTAL BRAND ELEVATION TEAM

[SOME OF OUR PAST REFERENCES AND SUCCESS STORIES]



NCELL

# HERE FOR NEPAL

**Increasing market share from 30% to 55% in just 9 months in an underdeveloped country where there is no marketing ecosystem or modern infrastructure to build a brand from scratch.**

## The Situation

Telia Sonera, one of Europe's leading Telecom groups, entered the Nepalese GSM market in 2011 by acquiring Mero Mobile, the second largest GSM company on the market. Telia Sonera needed to replace the Mero brand with another brand in order to get a better share from the growing Nepalese GSM market.

## The Solution

- We made a thorough brand and business analysis (by re-analyzing brand and marketing plans, holding workshops with participation of the heads of the key divisions, also and running a Mind-Decoder® study, Argus' patented research technique, to explore hidden opportunities on the market)
- Mero name was replaced with Ncell.
- Developed the brand value proposition for the new Ncell brand backed up with a solid marketing plan
- Designed the tariff models, value-added services strategy and distributions channel strategy according to the new brand value proposition
- Guided and managed the relaunch process
- For almost six months, directly managed and guided all the local teams to deliver the anticipated results.



## What We Did

- Mind-Decoder® Deep-dive Study
- Winning Brand Strategy®
- Deploying Winning Brand Strategy®

**ARGUS**  
Growth Agency

Realize your growth potential

UNILEVER

# REVIVING SANA

**Regaining market leadership in the category within three months following the implementation.**

## The Situation

Unilever was leading the spreads market in Turkey with her two brands, Sana and Becel. In the recent years, the spreads market had been shrinking. In addition to this, Sana, UL's main brand was losing market share despite its high brand equity. Unilever assigned us two tasks as stopping the bleeding in Sana and finding ways to make the spreads market recover.

## The Solution

- We made a thorough brand and business analysis (by re-analyzing all the existing marketing research reports, brand and marketing plans, holding workshops with participation of the heads of the key divisions, and conducting a deep-dive study)
- Developed the brand value proposition for Sana and Becel brands backed up with a solid marketing plan
- Designed outlines for the promotions and the look&feel according to the new brand value proposition
- Recommended and realized some bold strategic actions

**ARGUS**  
Growth Agency



## What We Did

Opportunity Miner Analysis  
Mind-Decoder® Deep-dive Study  
Brand Magnet® Workshop  
Winning Brand Strategy®  
Brand Architecture and Marketing Mix

Realize your growth potential

PENTI

# ENHANCING LEADERSHIP POSITION

**Brand and business transformation from an innerwear brand to a bodywear brand.**

## The Situation

Penti, leading brand in the Turkish innerwear market, needed to enhance its leadership position in the market and sustain revenue and profitability growth through effective category management and marketing elevation.

## The Solution

- In order to help Penti's marketing teams, we conducted various researches to unearth strategic insights to explore a different angle of the strategic framework.
- Created Penti's branding strategy to serve the brand objectives and KPI's.
- Pinpointed the white gaps in the brand architecture and defined brand extension strategy
- Defined the growth model and key growth strategy.



## What We Did

Opportunity Miner Analysis  
Mind-Decoder® Deep-dive Study  
TEMP® and e-TEMP® Research  
Brand Magnet® Workshop  
Winning Brand Strategy®  
Brand Architecture  
TEMP® Omnichannel Strategy  
Boosta® Category Growth Strategy

**ARGUS**  
Growth Agency

Realize your growth potential

# ENERGY FOR LIFE

**Increased brand appeal for all key stakeholders before a series of IPOs.**

## The Situation

Preparing for an extensive IPO, Bereket Energy Group, the third-largest energy company in Turkey, suffered from low brand image. Bereket Enerji needed to increase its perceived brand value and redesign its brand architecture to elevate its image and reputation for a successful IPO.

## The Solution

- We conducted extensive research to unearth customers' motifs related to energy usage and everyday life.
- We thoroughly analyzed the Bereket brand and suggested replacing it with Aydem Energy to meet the image objectives.
- Designed the brand strategy to serve the strategic growth vision.
- Transformed and launched the new brand ID.
- Defined the new brand architecture vis a vis the new corporate identity.



## What We Did

Opportunity Miner Analysis  
Mind-Decoder® Deep-dive Study  
TEMP® and e-TEMP® Research  
Brand Magnet® Workshop  
Winning Brand Strategy®  
Brand Architecture

# UNLOCKING THE ULTIMATE CUSTOMER EXPERIENCE THROUGHOUT THE YEARS

**We created an experience-based store, structured as three main areas, where customers can easily interact with the products in a relaxed and friendly environment.**

## **The Situation**

Turkcell wanted a store design concept that could showcase a large range of products in an exciting and engaging way.

## **The Solution**

We updated the Turkcell Pera flagship store design with inspiration driven from the historical Istiklal avenue. The store concept is an extension of the avenue with the nostalgic tram unit setting the tone of the store. The life bustling at Istiklal is harmonized further with cafe-like setting where visitors can be seated as they wait to be served. The overall experience provided is segmented into product categories showcased on units resembling street food carts. Taking the advantage of the high ceilings of the store; we added more authenticity by showcasing original posters of all events Turkcell sponsored over the years.



**TURKCELL**

## **What We Did**

**Interior Design  
Visual Language  
Art Direction  
Branded Environments**



People Inspired Experiences







HAREKET ET

TURKCELL'DE  
CEP TELEFONU ALISVERISLERINIZDE  
FRANCOCELL İLE  
12 AYA VARAN  
TAKSİT İMKANI  
HEMEN DAVININ

francocell

HUAWEI

iPhone X

GARANTI

# LIVING GREEN WITH GARANTI

**A dynamic, modern and welcoming design embraced by Garanti customers and employees alike. The branch concept continues to be applied across Garanti branches.**

## **The Situation**

As one of the largest private banks in Turkey, Garanti operates over 500 domestic branches and provides retail, commercial, corporate and private banking services. Garanti has developed a worldwide reputation for product innovation. I-AM were commissioned to design the architecture and interiors of their flagship branch as well as their smaller branches located across Turkey.

## **The Solution**

I-AM created a radically enhanced customer experience that builds on successful existing elements by bringing the Garanti branch to life through the concept of "Living Green". This approach has brought warmth and vitality to the brand and has been applied throughout the branch experience. The new branches include features such as contoured multi-faceted frontages, a new merchandising strategy throughout the customer journey and a suite of branded collateral.



## **What We Did**

**Brand Visual Language  
Communication Strategy  
Product & Services Comms  
Customer Journey Planning  
Brand Integration  
Integrated Digital Technologies  
Architecture  
Interior Design  
Small Format  
Mini Format  
ATM Kiosk  
Self Service**

Our Projects

# GARANTI BANK

DESIGNING THE BRAND EXPERIENCE  
IN EVERY POSSIBLE CHANNEL  
FOR OVER 10 YEARS

**#4 BEST  
BANKING BRAND  
IN THE WORLD**

The Financial Brand



People Inspired Experiences

W-A-M

# WE DESIGNED A HUMAN CENTERED CONCEPT WHEN BANKS WERE TALKING JUST NUMBERS

## LIVING GREEN CONCEPT



## VISUAL STYLES



## BRAND COLLATERAL



Garanti - Suadiye

# THE POWER OF BRAND: A STAND-OUT FLAGSHIP DESIGN

People Inspired Experiences

I-AM



Garanti'ye Hoş Geldiniz

887

2

560

3

431

4

Hoş Geldiniz

Çalışma saatleri dışında  
hizmet verilmemektedir.

Garanti

KİMLİĞİNİZ OKULUNUZ

KARTINIZI TAKINIZ

BİLETİNİZİ ALINIZ



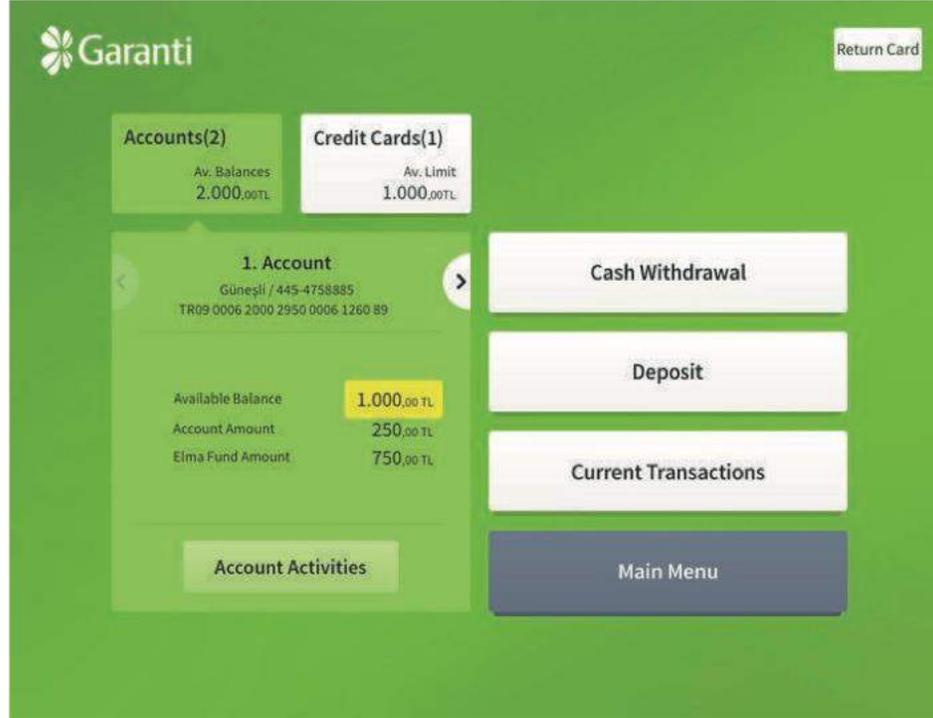
**I-AM IS  
WELL-ORGANISED  
HIGHLY CREATIVE  
AND INNOVATIVE**

Hüsnu Ereli, EVP, Garanti

# WE DESIGNED ASSISTED SELF-SERVICE TOOLS AND THE USER EXPERIENCE SCREENS



# WE DESIGNED AWARDED ATM KIOSKS, AND USER FRIENDLY SCREENS



# CARE FOR LIFE

Al Dawaa is the most loved pharmacy brand in Saudi Arabia with over 800 sites across the Kingdom and a loyal customer base.

They approached I-AM in 2019 to refresh their brand and store designs to attract a wider audience and create new brand advocates.

## The Situation

With their closest rivals gaining popularity, Al Dawaa approached us to breath new life into the brand and create an experience that excelled expectations.

## The Solution

We defined the brand essence of 'Care for life'. A mantra that the new business direction would live by. As well as refreshing the brand identity, we created a space that catered for all aspects of life, not just medicine.



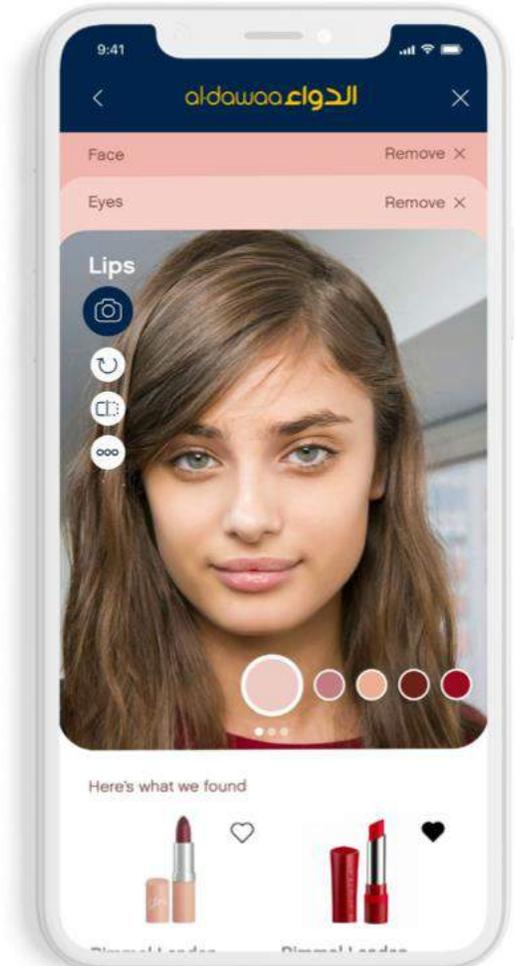
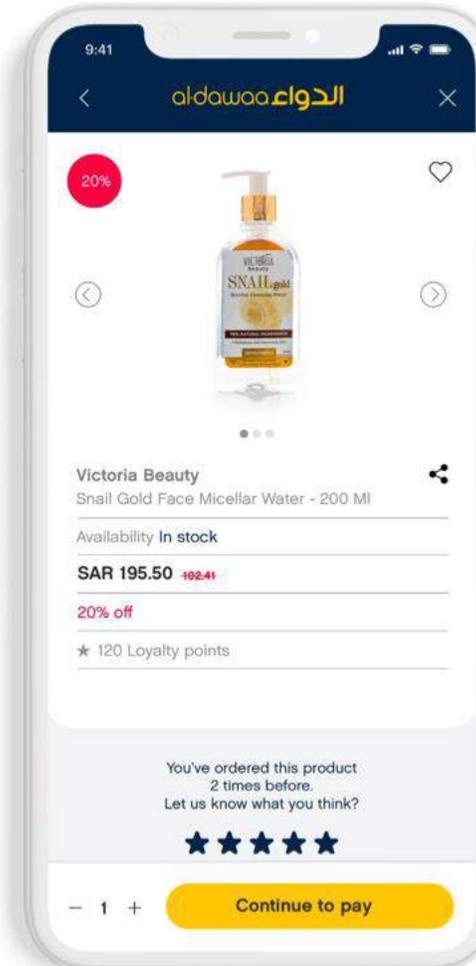
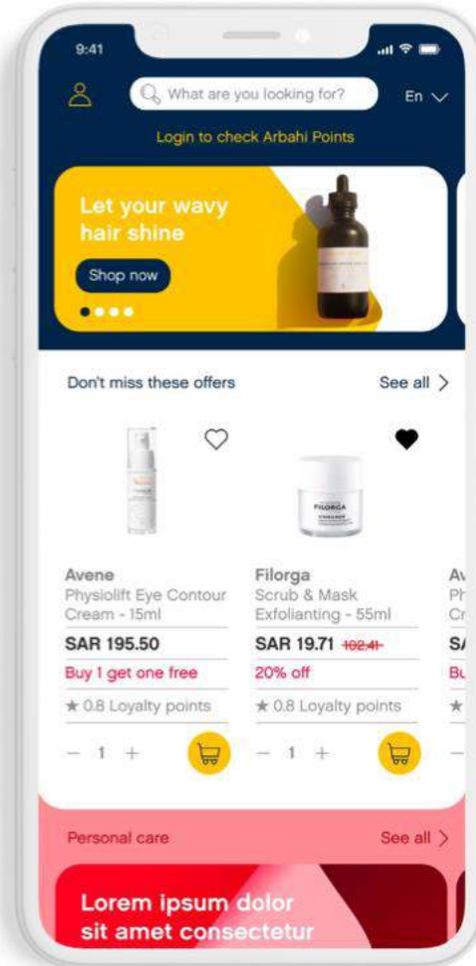
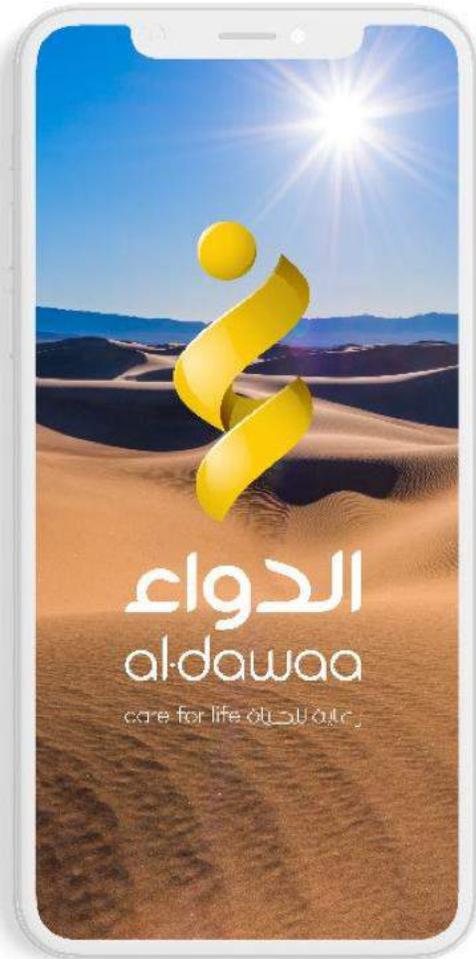
## What we did

- Brand strategy
- Brand Identity
- Visual Language
- Graphic Design
- Branded Environments
- Signage & Application
- Interior Design
- Awareness Strategy
- UX, UI for App
- UX, UI for Website

# صيدلية الدواء

al.dawaa pharmacy







وجهتك للجمال  
Beauty destination

صحتك  
health

عيش الصحة  
Live healthy



الجمال  
Beauty

REVOLUTION

I♥MAKEUP

الجمال  
Beauty

افيز  
علام  
التجميل  
منا

الجمال  
Beauty

العناية بالعينين  
Eye care

العناية بالعينين  
Eye care

العناية بالعينين  
Eye care

انقر و استلم  
Click & Collect

التدقيق الذاتية  
Self checkouts

vitamin



# تنشط

ساعة تغذية

العصائر الطازجة  
fresh juices

الطعام الصحي  
healthy food

المنتجات  
products

COFFEE

قهوة	1.50
قهوة مع لبن	2.00
قهوة مع حليب	2.50
قهوة مع فواكه	3.00
قهوة مع عسل	3.50
قهوة مع قرفة	4.00
قهوة مع ليمون	4.50
قهوة مع نعنع	5.00
قهوة مع زنجبيل	5.50
قهوة مع فلفل اسود	6.00
قهوة مع كركم	6.50
قهوة مع زعفران	7.00
قهوة مع زعفران وليمون	7.50
قهوة مع زعفران وليمون وعسل	8.00
قهوة مع زعفران وليمون وعسل وقرفة	8.50
قهوة مع زعفران وليمون وعسل وقرفة وليمون	9.00
قهوة مع زعفران وليمون وعسل وقرفة وليمون وعسل	9.50
قهوة مع زعفران وليمون وعسل وقرفة وليمون وعسل وقرفة وليمون وعسل	10.00

SALADS

سلطة	3.00
سلطة مع لبن	4.00
سلطة مع حليب	5.00
سلطة مع فواكه	6.00
سلطة مع عسل	7.00
سلطة مع قرفة	8.00
سلطة مع ليمون	9.00
سلطة مع نعنع	10.00
سلطة مع زنجبيل	11.00
سلطة مع فلفل اسود	12.00
سلطة مع كركم	13.00
سلطة مع زعفران	14.00
سلطة مع زعفران وليمون	15.00
سلطة مع زعفران وليمون وعسل	16.00
سلطة مع زعفران وليمون وعسل وقرفة	17.00
سلطة مع زعفران وليمون وعسل وقرفة وليمون	18.00
سلطة مع زعفران وليمون وعسل وقرفة وليمون وعسل	19.00
سلطة مع زعفران وليمون وعسل وقرفة وليمون وعسل وقرفة وليمون وعسل	20.00

الصحة وال



Consultation area



جميلة

Therapy room



# الصيدلية Pharmacy

## Ready For collection

Home Sunnams	105
Home Sunnams	105
Home Sunnams	103
Home Sunnams	105
Home Sunnams	105
Home Sunnams	105

# الصيدلية Pharmacy

الصيدلية  
Pharmacy



**WHAT YOU CAN DO**

There are a number of things that you can do to support original design. First, buy only authorized versions of design classics.

Another is to buy vintage originals, which can be not only a more affordable choice, but—by extending an object's life span—also a sustainable choice. Vintage design is widely available, at brick-and-mortar stores and online, at web sites like Hunters Alley (huntersalley.com).

You can also buy contemporary design from companies like Design Within Reach, BDDW, and Blu Dot, which are dedicated to producing original designs of today—the real thing, not the copies.

**HUNTERS ALLEY SALE**

On April 22, HUNTERS ALLEY, in partnership with ELLE DECOR, will launch the "Elle Decor Does Hunters Alley" sale. Consisting of more than 50 pieces, the sale will include furnishings from companies that produce original design, like Cassina, Herman Miller and Knoll, to name a few, as well as original vintage textiles, rugs and art. Hunters Alley, a new online resale marketplace just for design lovers, offers consumers a place to buy and sell vintage, antique and handmade items through curated, themed sales, as well as daily collections that are assembled by innovators in the design world. And buying vintage design can be a great way to acquire authentic pieces—which will retain their value over time—at lower prices.

**RESOURCES**

ALESSI  
alessi.com

ARTEMIDE  
artemide.us

B&B ITALIA  
bbitalia.com

BAKTER  
huntersalley.com/bakter-us



At Jean de Merry, Aisselak (Abdalmalek) DEVA STOOL is both square and retro glam.

BDDW  
baddw.com

BLU DOT  
bludot.com

CASSINA  
cassinausa.com

CARL HANSEN  
carlhansen.com

DESIGN WITHIN REACH  
dwr.com

FLOS  
flosusa.com

FOSCARINI  
foscarini.com

FRITZ HANSEN  
fritzhanzen.com

HOLLY HUNT  
hollyhunt.com

HUNTERS ALLEY  
huntersalley.com

JEAN DE MERRY  
jeandemerry.com



The shade of THE TAYO/TLAMP by Ferruccio Tognola for Flos, was inspired by Japanese armor but looks light and airy.

KARTELL  
kartell.com

LIGNE ROSET  
ligneroset.us.com

MINOTTI  
minotti.com

MOLTENI  
molteni.com



Michel Ducourry TOGO SOFA was designed in 1973 for Signe Bonnet. It's casual, ultra chic and just right today.

buy 1 get 1  
**free**

SAR 5.99



Atelier Dore - Moroccan Oil

صيدلية الدواء  
al-dawaa pharmacy

ELLEDECOR.COM/#EDORIGINAL

Al Dawaa

# الصيدلية Pharmacy



أدوية لا وصفية  
أدوية لا وصفية  
أدوية لا وصفية  
أدوية لا وصفية



People Inspired Experiences

I-AM



# A FINGER LICKIN' GOOD EXPERIENCE

I-AM and KFC have worked together to deliver innovation, excitement and fresh relevance into the QSR sector. This work is transforming KFC's dine-in, drive-thru and take-home brand experience across the world.

## The Situation

In 2015 I-AM were appointed to develop a new, more urban KFC restaurant format for city centres, to push back against the rising Fast Casual sector. This led to further work in the UK&Ireland, and across all Global markets, to shift the perception of KFC from 'Fast Food' to 'Fast Good Food'.

## The Solution

Driven by the Yum Group's mantra for Brand Experiences of 'RED': Relevant, Easy & Distinctive, I-AM elevated early concepts for 'Cool KFCs' into a wide-ranging restaurant design strategy that embraced new tech and channels creating smoother ordering & collections, while expressing the unique Brand Story: the legend of The Colonel through architecture, interior design, art and communications

# KFC

## What we did

- Name Generation
- Brand Identity
- Visual Language
- Brand Architecture
- Graphic Design
- Branded Environments
- Signage & Application
- Interior Design
- Awareness Strategy

# A DELICIOUS PARTNERSHIP

2015

## Small Box Concept

A new urban KFC restaurant format in the UK & Ireland, targeted at city-centre, style savvy customers

2016

## K2S Concept

Bringing elements of Smallbox style & communications treatments to the core KFC restaurant format in the UK & Ireland: Out of town drive-thru/large dine-in

2017

## K3 Concept

Radical re-invention of out of town drive-thru/large dine-in for the UK&Ireland territory, introducing self-order kiosks, 'The Colonel's Table', Digital menus & messaging, fresh brand art and a look and feel that set the innovation benchmark for KFC globally

2019

## Global Design Strategy

Strategy, concept design, visualisation & documentation of 'Relevant, Easy & Distinctive' design solution to set the standard for range of KFC restaurant format types across all global territories

2020

## K4 Concept

Next Generation concept for KFC UK&I building on the success of K3 and updating restaurant design, experience and brand expression to embrace new channels and create solutions relevant to a post-pandemic landscape

2021

## Global Brand Art

Development of in-restaurant comms package including creation of a suite of in-restaurant art pieces expressing the compelling and unique story of the Colonel and his brand

KFC

# SMALLBOX

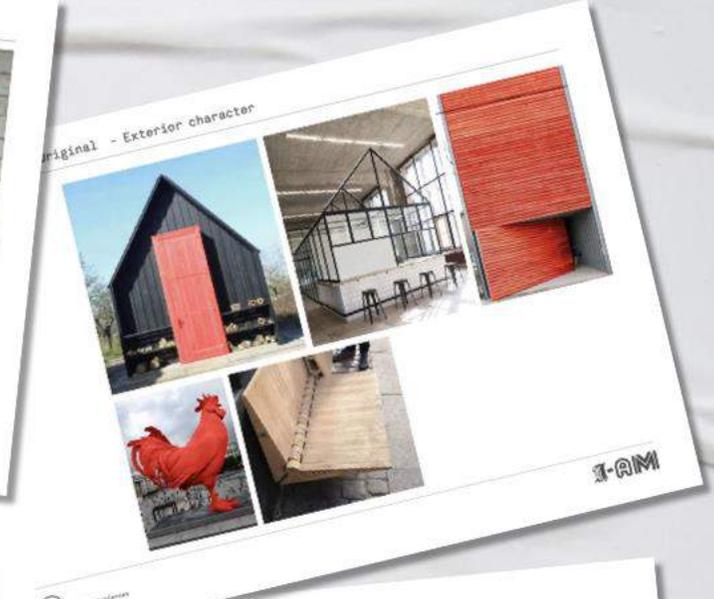
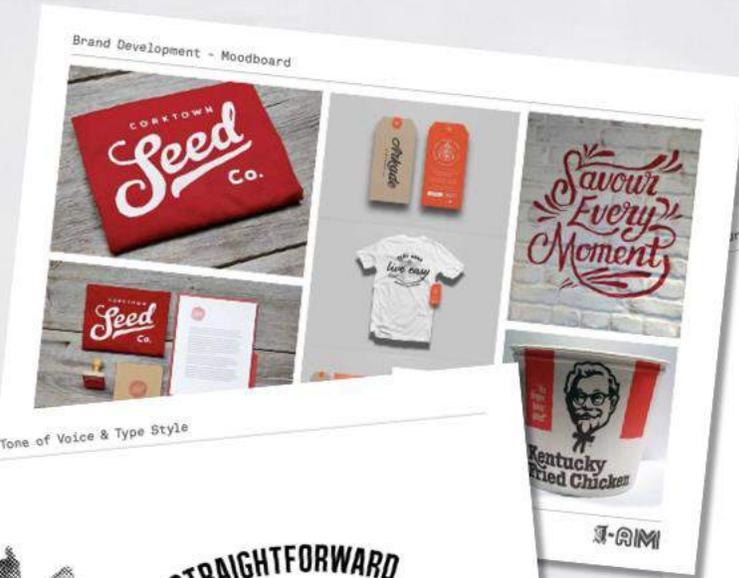
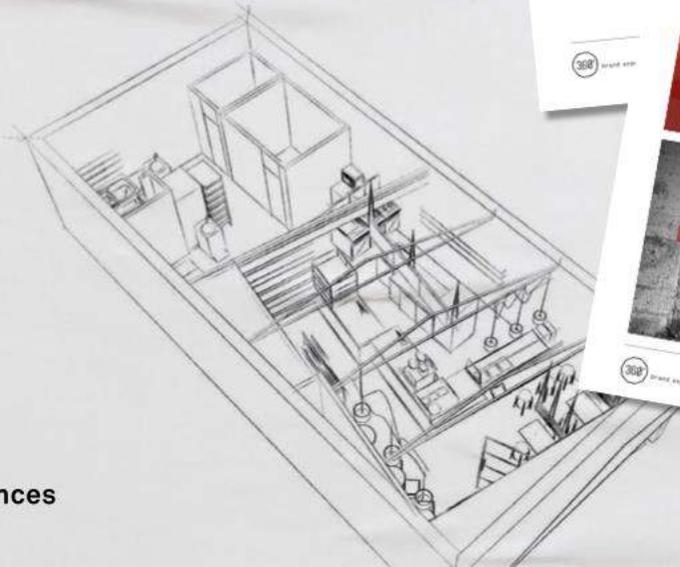
A new urban KFC restaurant format targeted  
at city-centre, style savvy customers.



**THE IDEA**

# CELEBRATING ORIGINALITY

A new urban KFC restaurant format in the UK & Ireland, targeted at city-centre, style savvy customers.



KFC

**KFC**



Northumberland St.

107



People Inspired Experiences





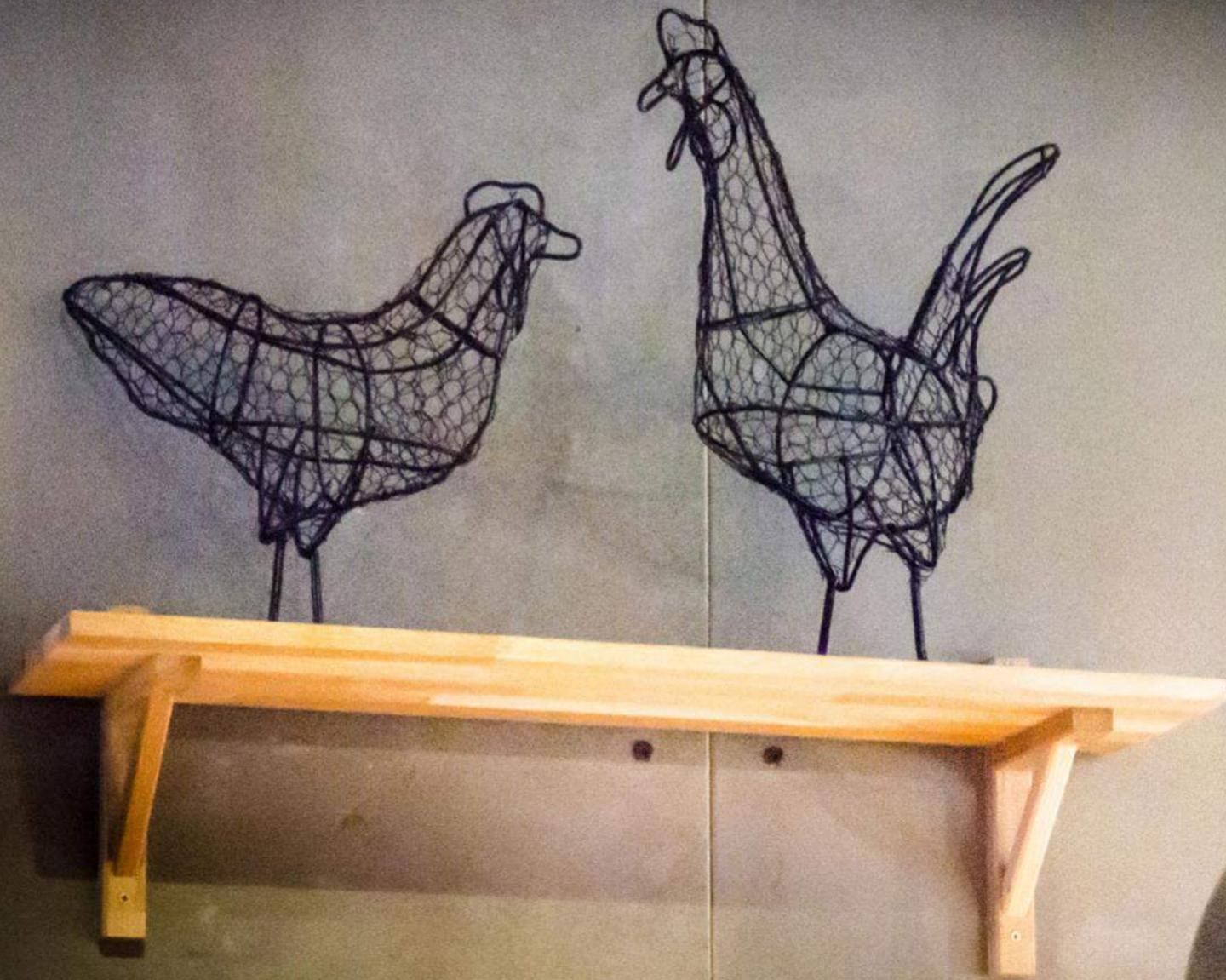
My mum got Super Supperlive he's always saying "You Can Do It!"  
FRANCESCA  
TOP JUDGE  
REACTOR

A Handful of HERBS & pinch of SPICE

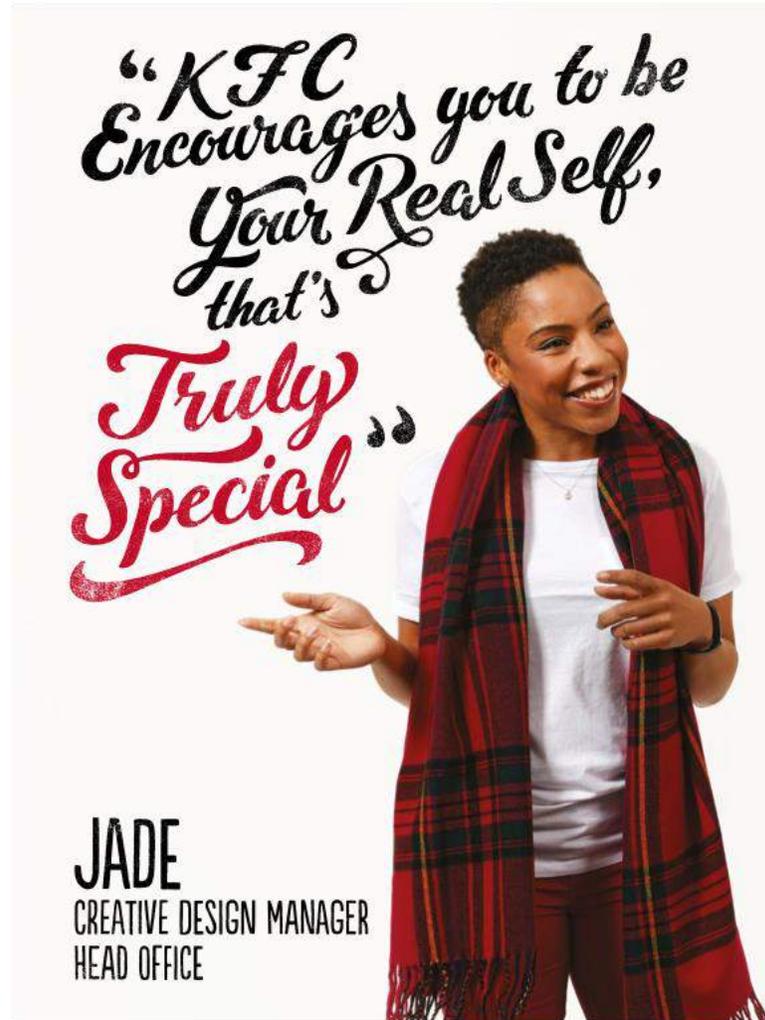
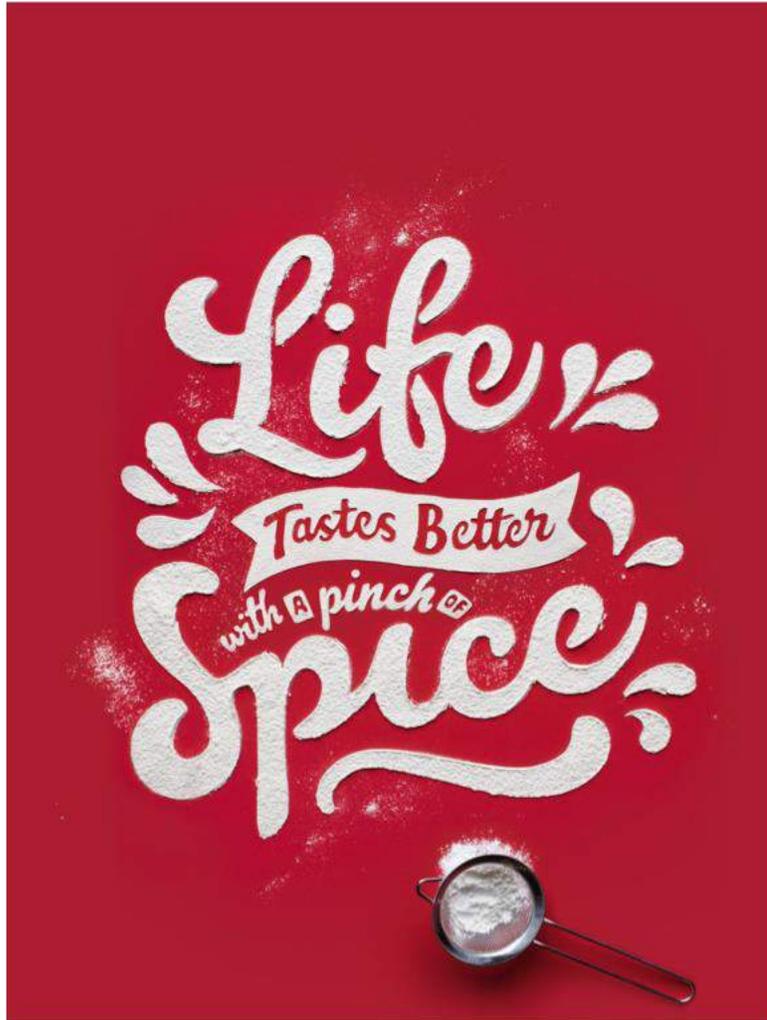


YOU CAN ALWAYS TAKE SOMETHING IN YOUR LIFE AND MAKE IT BETTER  
@chrisbrown

STRAIGHTFORWARD  
**TASTELESS**  
*On the Spot*









KFC

KFC



Order

Collect



A Taste Of The Good Stuff

MAKE SOMEONE'S DAY

IT ALL STARTS WITH an Appetite for Life

Now Serving Ready Orders

Sweet Treats

Krushers



Order

LEGENDS

Collect

Bucks

Coffee & Treats

Taste  
Good Stuff

Add a Spruce

we're easy on

Get  
*Invol*ved  
and  
tuck in

A  
taste  
of  
the  
Stuff



**KFC**

HELLO  
BEDHAMPTON

2big

**KFC**



**KFC**

HELLO  
**LAKE**  
WHAT'S CLUCKIN'?

**GOOD THINGS  
THIS WAY**





ORDER HERE

MIGHTY BUCKET FOR ONE  
KFC

MIGHTY BUCKET FOR ONE  
KFC

MIGHTY BUCKET IN THE EVENING

KFC

MIGHTY BUCKET  
BARGAIN BUCKET

PREPARING PLEASE COLLECT



PICK UP

Menu board with categories: BQ MEALS, FINGER FOODS, SHAKING BREADS, RICE MEALS, and DRINKS. Includes items like "BIRTHING BONELESS PEAS" and "SHAKING BREADS".

Est. 1939

*It's Finger Lickin' Good*



GOLDEN

CRISPY

& FINGER LICKIN'  
GOOD





**11 HERBS AND SPICES**  
A WELL KEPT **SECRET**

**ESTD**  
**1939**



**MADE**  
**THE RIGHT**  
**WAY**

**FINGER**  
**LICKIN'**  
**GOOD**



# LIBERATING THE STORY AND THE RICH HISTORY OF RAKI

An alcoholic drink made of twice-distilled grapes and anise, Raki and the experience built around consuming Raki with good food, friends, music and deep conversation is a national favorite in Turkey with a deep cultural history. Traditionally produced from a raisin/grape spirit called suma, Mey Diageo's Alasehir factory is the largest producer of suma & home to the inspirational brand history and heritage of Raki strengthened with deep information creating trust and assurance in the brand quality. In order to overcome the difficulties of the industry, Mey Diageo needed a fresh approach to inspire innovation.

## The Situation

With restrictions against marketing actions of alcoholic drinks in Turkey, Mey Diageo needed to create an experience that would showcase the brand expertise and high quality products.

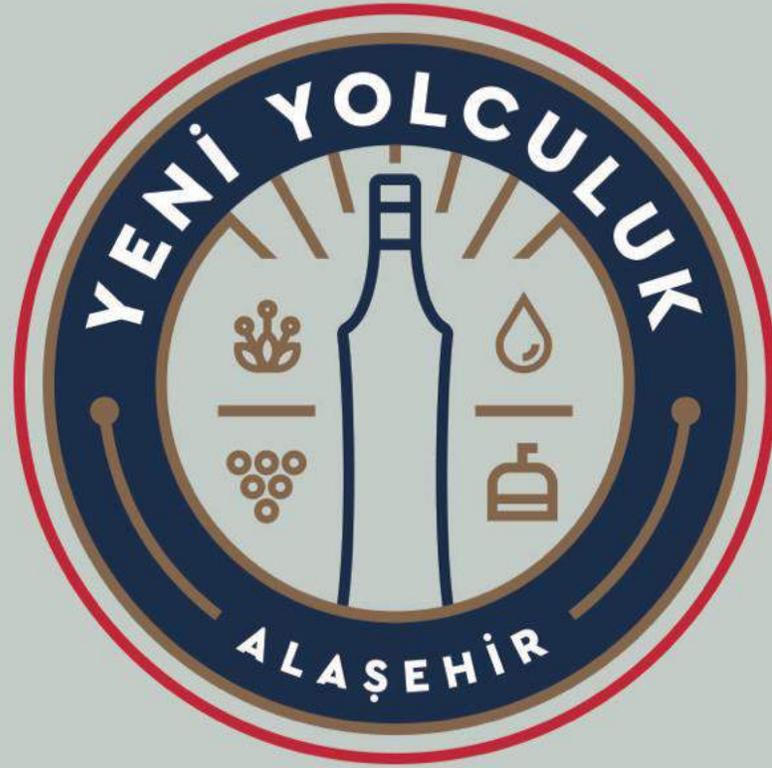
## The Solution

I-AM designed a wholistic journey starting at the targeted consumer's doorstep demonstrating the innovation and production complexity through an immersive sensory journey. Working around the 4C's i.e. communicate, connect, contribute and create; the journey leads to an empathic brand connection by allowing the visitor to learn and co-create.



## What We Did

- Brand Identity
- Visual Language
- Graphic Design
- Branded Environments
- Customer Journey
- Interior Design
- Construction



# The HISTORY OF Raki



İHAP HULUSİ GÖREY

1942

### Lorem Ipsum Dolor Sit Amet,

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NUNC ELEIFEND

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1949- 1968



1949

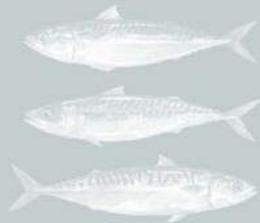
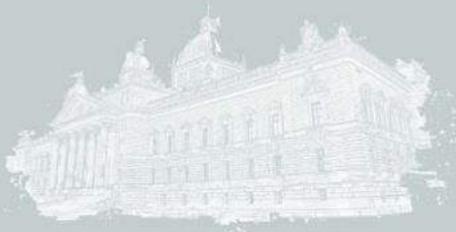
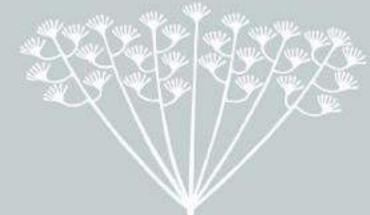


1945 BBRYOGLU • REET DOLORE MAGNA ALI

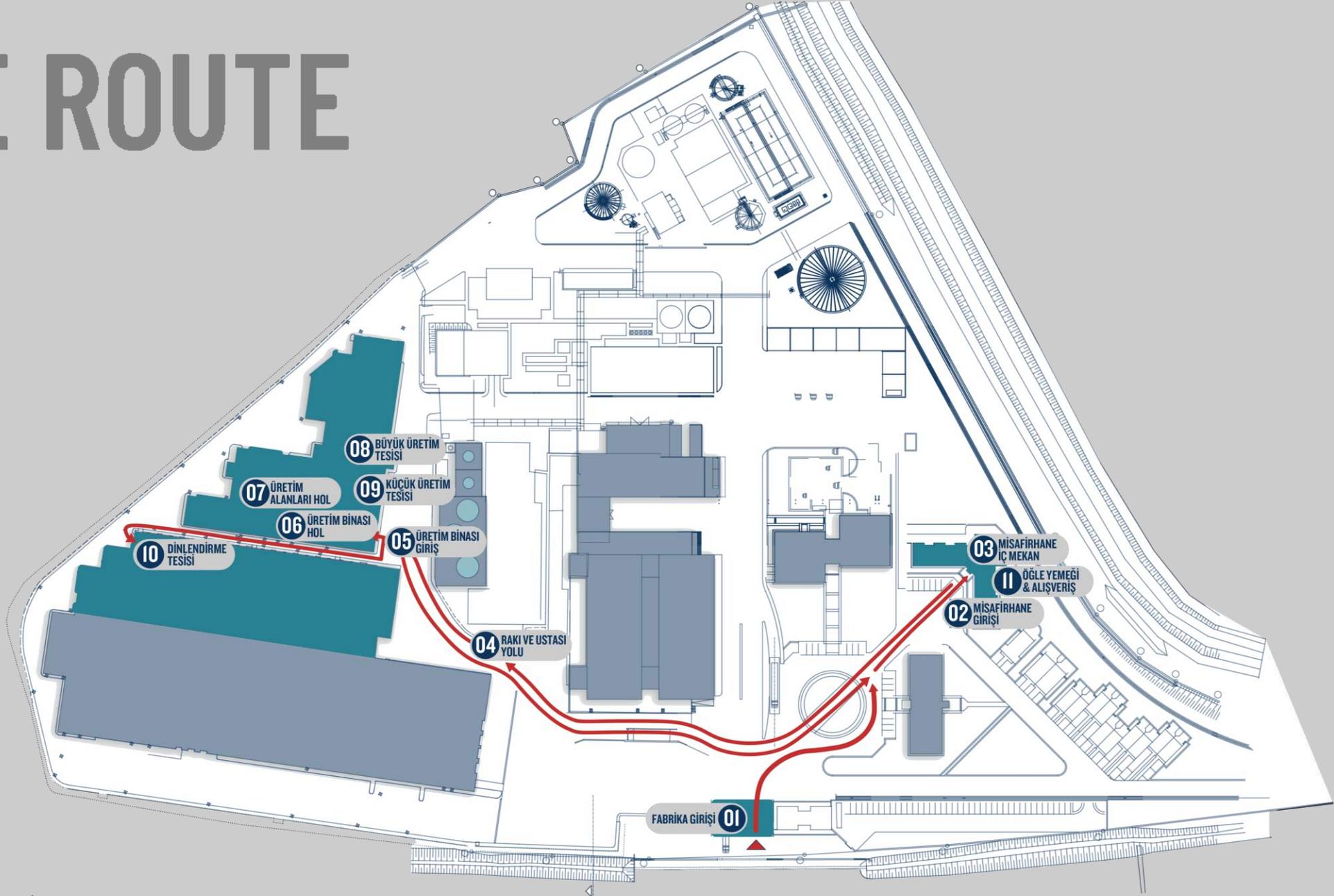
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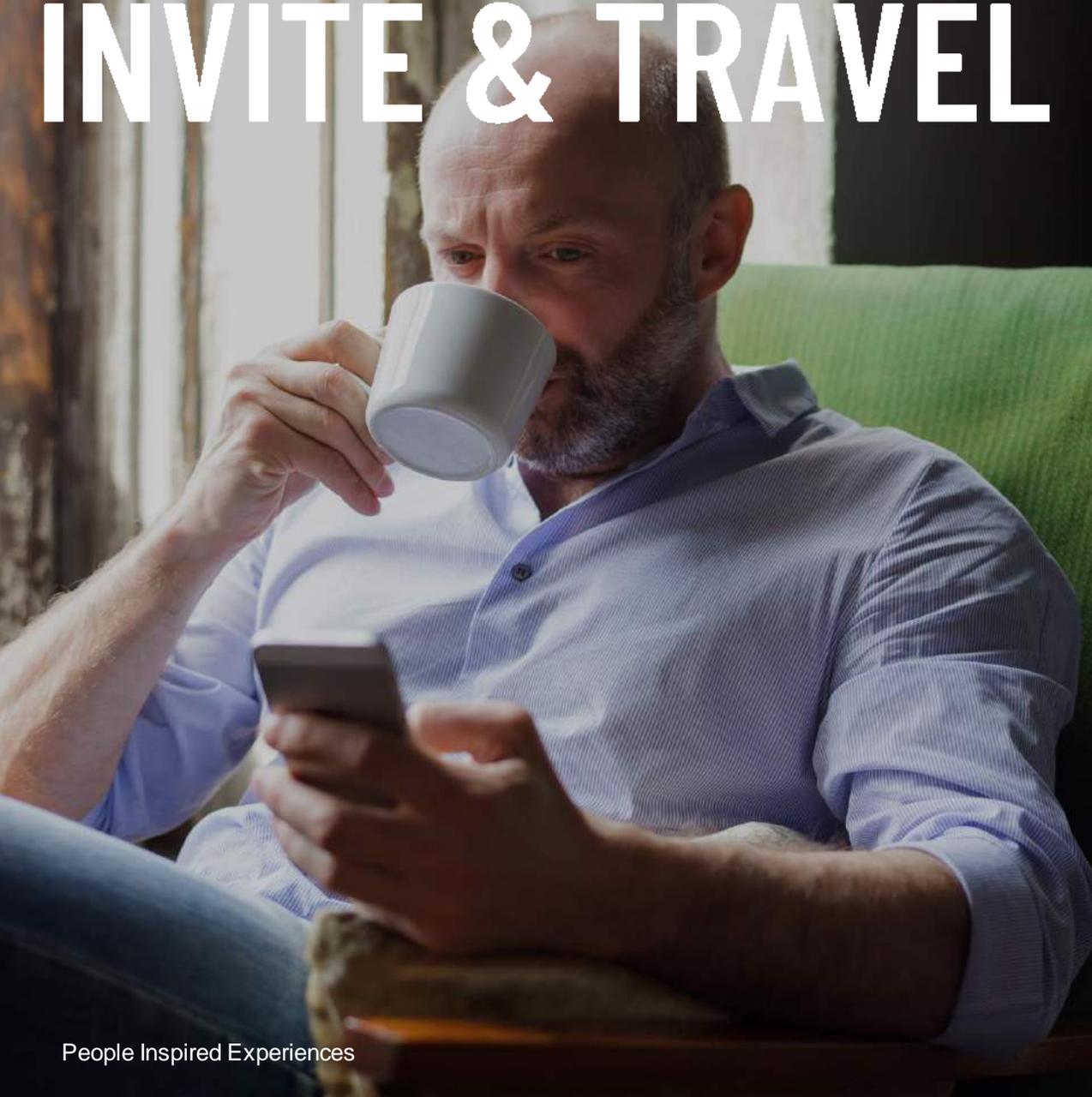
PIMPINELLA ANISUM



# THE ROUTE



# INVITE & TRAVEL







# Üzüm ve Anasonun Yolculuğu



## Üzüm İşleme

Yaş üzümler saplarından ayrılır, sıkılarak üzüm suyu şıra elde edilir. Kuru üzümler keşilip parçalanır, su ilavesiyle elde edilen kuru üzüm şırası pastörize edilir ve soğutulur.



## Fermantasyon

Üzüm suyu mayalanarak şarabın şırası elde edilir. Şarabın şırası ve erik suyu ilavesiyle elde edilen şıra pastörize edilir.



## Distilasyon





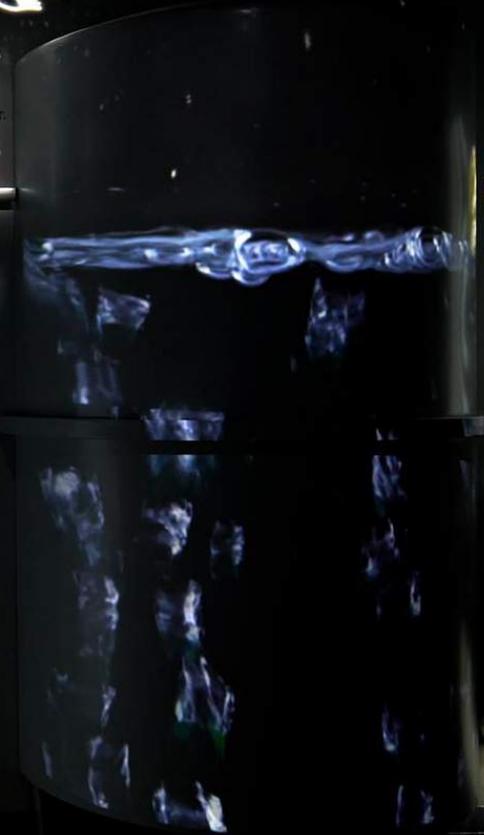
### Suma Distilasyonu

İçinde alkol bulunan fermente mayşe, distilasyon kolonlarında damıtılarak hacmen maksimum %94,5 alkol içeren üzüm alkolüne; yani sumaya dönüştürülür.



### Suma Stoklama

Üretilen suma, dev tanklarda depolanır.









# RAKİ

*Rakı: Yalnızca sumu veya tarımsal etil alkol ile karıştırılmış sumanın dolun hacmi, 5000 litre veya daha küçük geleneksel bakır imbikerde, Türkiye'de yetişen anason tohumu (Pimpinella anisum) ile distile edilmesiyle sadece Türkiye'de üretilen distile alkollü içkidir.*

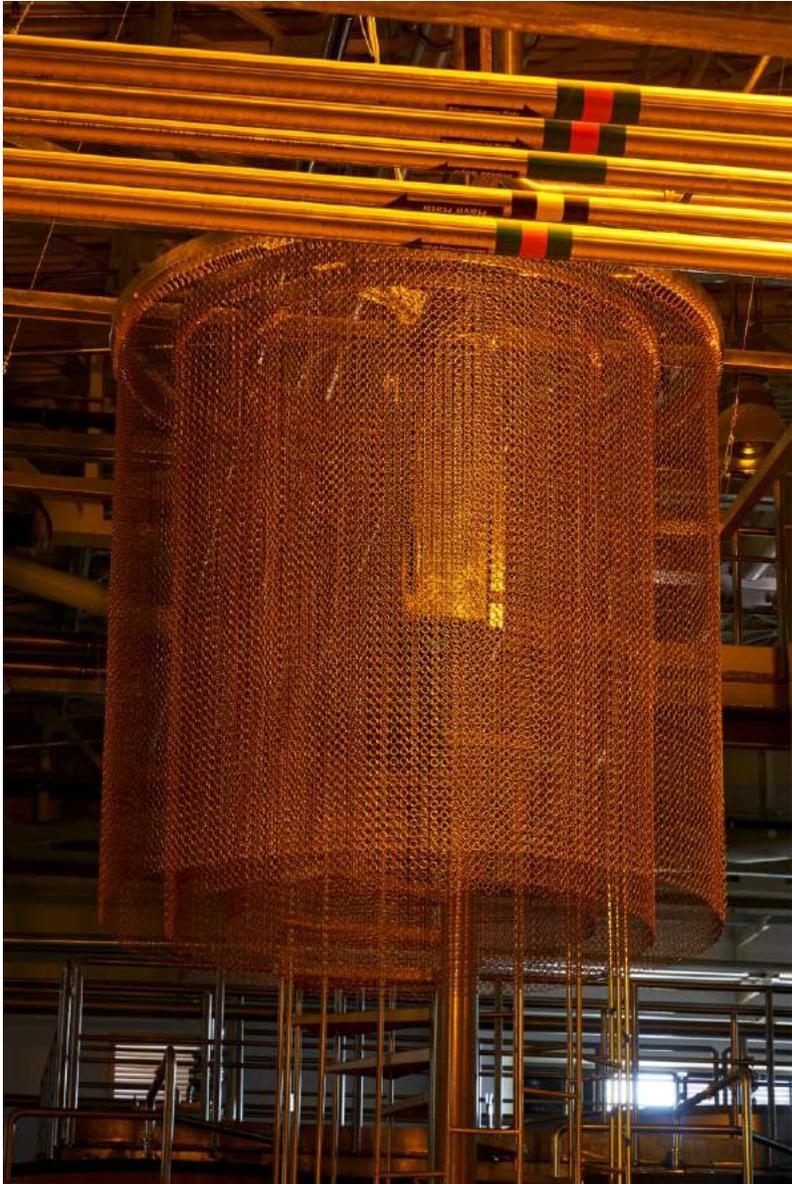


  
DAMITIMHANE

  
YENİLİKHANE

türün temsilcileri  
stalarımız...





# SOUVENIR





# TO LEARN MORE ABOUT TOTAL BRAND ELEVATION

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[NALAN@I-AMONLINE.COM]



**ARGUS**  
Growth Agency

