



TUUCK

C O F F E E × E T C

# COFFEE SECTOR

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There are many legends about the discovery of the stimulating effects of coffee. One of the oldest of these is the story of a goat herder in Ethiopia in 850 BC. The shepherd notices that his goats move livelier when they eat some berries.

No matter how many legends are, it's the time of those who can't wake up without drinking coffee! Caffeine increases people's energy level and athletic performance. In the 15th century, coffee was grown in Yemen. Its original name "qahwah" meant wine in Yemen. A century later, coffee was also recognized in Iran, Egypt, Syria, and Turkey. Today, people consume more coffee than they have ever consumed before! In 2018, coffee consumption per person exceeded 1 kilogram for the first time in Turkey. In Europe, per capita coffee consumption reaches 6.58 kilograms. Granular coffees that are drunk in packets have lost their popularity now. Now coffees have qualities too! In addition to the methods used for centuries, a brand-new trend started with the addition of knowledge, extra care and attention to the coffee production process. 3rd Wave Coffee Breeding! We can explain this wave as the importance of every stage from the cultivation of the coffee to the harvesting, grinding and roasting of the coffee.

Let's talk about our own country! After meeting coffee chains such as Turkey, Starbucks and Caribou, Turkey began to understand the importance that coffee deserves. Over time, as the 3rd generation coffee makers emerged, number of coffee gourmets increased and the value of good coffee was understood! Since such coffee chains do not provide a suitable franchise environment, the importance of real coffee shops in the market is understood more and more.

We, as TUCK, realized that there is no brand that attaches the necessary importance to coffee and can become a lovemark in Izmir market. This province with a population of 4 million deserved the best of everything.

We dreamed of a place where coffee was roasted by its own investors, using monster-like coffee machines, using social media effectively, and designing its branches in a world-class and innovative way. It is a comfortable, suitable place to work, drawing attention with its music, and a place where everyone will feel like home. It is not a place that would draw attention only in Turkey but in world standards. Yes, we reached our goal.



# MANIFESTO

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For us, the day doesn't start in the morning, and the week doesn't start on Monday. So, we are always awake. Do not miss anything in life. We know that life gets better with celebrations, we believe that every moment is worth celebrating. We're the unruly, rebellious kids who think a good cup of coffee makes life even more bearable. That's why we brought our rebellious panda to town and created TUCK, to bring people like us together with really good coffee.

TUCK, which brings together the best quality coffee beans carefully selected from all over the world with the talented hands of the baristas by medium roasting, is there to wake up everyone who looks at life like an angry panda when they don't drink coffee in the morning.

TUCK is there for you.

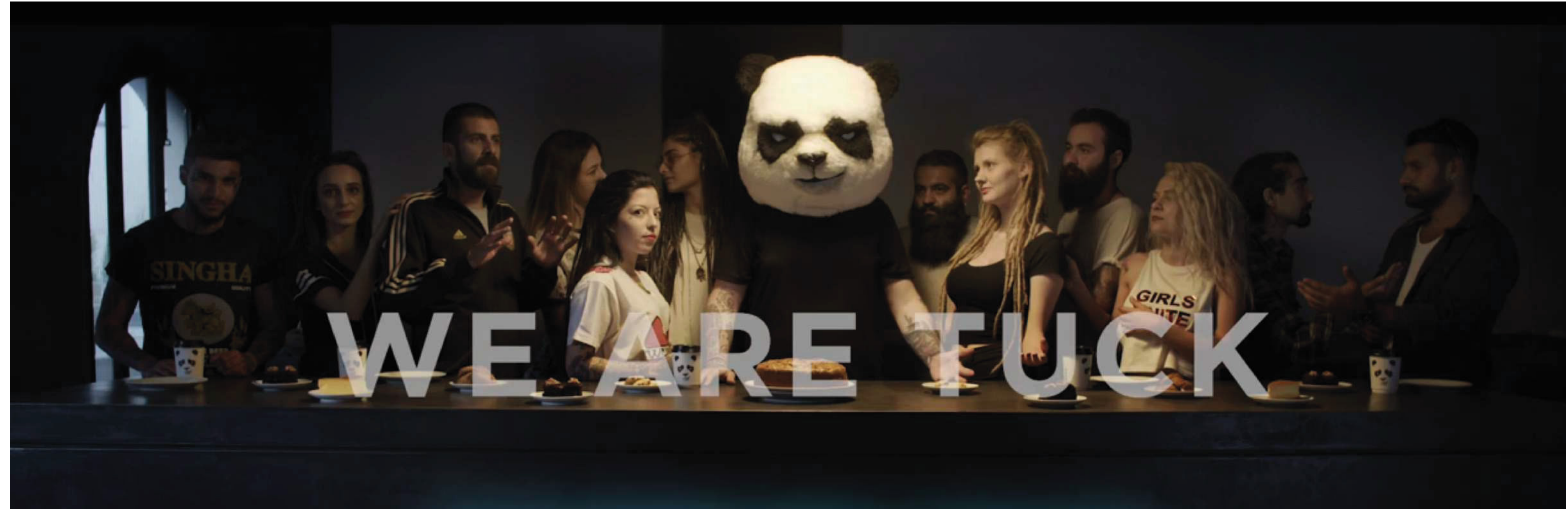


TUCK  
COFFEE \* ETC



# WE ARE TUCK FAMILY

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We took care of every stage of our brand, which we raised like a child! We have never compromised our honesty. We have selected all the products we offer with a fine tooth-comb! We collected and brought the best quality coffee beans from all over the world! If need to, we roasted our own coffee, sometimes we held conversations about coffee roasting techniques. We brought the most monstrous coffee machines to the most rebellious baristas. Like we said, we aimed to provide good coffee to the gourmet children of the city.

All this has turned us into a family that does not go apart! We engraved this situation on the minds and bodies of Tuckers with the motto "We Are Tucking Family"! Yes, you read it right. Members of the TUCK family carry the tattoos we designed on their bodies! We couldn't think of a better gift for rebellious children, could we? Moreover, with this campaign; we brought Felis, one of the most prestigious advertising awards, to İzmir for the first time, leaving behind global brands such as Pepsi and Philips, which we compete in the same category.

With this success, we continued to grow and added new individuals to the Tuck family as well as our own branches and reached 15 branches together with our franchise branches. By the end of 2022, we aim to reach 50 branches in Turkey and to become 70 branches globally.

Tuck does not spare its support from anyone who wants to join its precious family. "Because such things ain't no thang in the family."



# OUR BRANCHES

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We have architects as crazy as Tuck, who can adapt to any location in our branches, where we prioritize being original and rebellious in their design.

Our adventure, which started on the street with the Bostanli branch, continued with our container coffee shop that can be carried anywhere. Then, we want to expand our family with our branches in the universities that taught life to the Tuckers and in shopping centers visited all over Turkey.



# OUR BRANCHES

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# WHAT MAKES US DIFFERENT?

On this path we set out to become a brand, we have become a brand that Izmir recognizes and loves. We've always had fun while our competitors were boring. Our branches, where rebellious children adopted as their homes, were always full! We called the kids who loved us Tucker and became a family with them!

We have different investment options thanks to both our big and small branches and our container! Our container can move anywhere!

We solve every issue ourselves with our corporate and creative team, each of whom comes from the field.

We exactly select our coffees, profile them properly and roast them ourselves. So we're good at this!

Since we are a team that attaches great importance to innovation, we not only roast coffees, but also brew Cold Brew and deliver our delicious coffees to the whole world with an expiration date of one year.

We prepare vitamin-rich Smoothies obtained by cutting real fruits. We also have our own sandwich and dessert recipes that we developed with the biggest companies in Turkey!

We call out to Tuckers, who adopt our branches and become their regulars, on our social media and never let things cool down! We have an Instagram profile that everyone envies!!

We have Tuckers who love us enough to engrave us into their arms! We brought Felis, one of the most prestigious advertising awards, to Izmir with the TUCK Tattoo campaign we made when we were only a 2-month-old brand. We continue to work non-stop for many more awards.

The cool designs and music of our branches have always attracted attention. In our branches, the best DJs of Turkey play the kind of music that our target audience will love!

We also have Tuck Academy to train the most rebellious and talented baristas. After our 9 lessons of hard training, only those who can get over 50 points can become Tucker and our questions are not easy at all.

As an art lover brand, we work with sculptors, painters, graffiti and neon artists on our branch designs.

Aside from all this, we believe that the e-Sports industry, which is becoming more and more popular in the world, will become a great marketing tool. That's why we support very talented computer gamers in our country.



# WHAT DOES TUCK OFFER?

TUCK shares different coffee-based drinks with the customers with various brewing techniques and recipes, together with the distinguished coffee beans brought from different parts of the world.

It also prepares alternative drinks to coffee in summers with its smoothie options made entirely from real fruit.

It presents different tastes with its untested sandwiches and Cheesecake Milkshakes.

It is indispensable for all Tuckers with its desserts, whose recipes are completely their own.





# TUCK ACADEMY

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The place where our teammates working at TUCK are experienced in the kitchen before starting work: TUCK Academy!

TUCK Academy is the place that creates Tuckers, with its curriculum specially prepared for the Academy and its Challenges that allow practice. People who are found suitable to work at TUCK after the training they receive here become members of the TUCK family.



# TUCK ART

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We know that being a brand means being remembered and respected. We wanted to blend the world's most famous paintings with Tuck's rebellious spirit and leave an unforgettable mark on everyone who saw it, and we succeeded.



# TUCK E-SPORTS

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Today, E-Sports has become a growing industry. We entered this sector by transferring the last champions of Turkey in DOTA 2, which is known as the most challenging game in e-Sports and has the highest prize pool in the world.

Our goal is to represent Turkey in the world championship finals within 2 years and to advance Tuck on its way to becoming a world brand.

## #tucktheworld



# TUCK COLD BREW

We brew these beautiful Cold Brew varieties with the "Kyoto Drip" method for 18 hours. We distribute the boutique flavors brought by the 3rd generation coffee movement to the whole world in an industrial way.

We want to change the instant coffee industry with our monthly production capacity of one million glass bottles. Let's not forget that there are no preservatives and colorants in our products.

While making our products, we thought of all coffee lovers and developed five types of Cold Brew.

- Cold Brew Straight: For true coffee lovers!
- Cold Brew Skinny Latte: Our low-calorie, sugar-free sole milk product.
- Cold Brew Latte: A true classic!
- Cold Brew Mocha: For those who can't live without chocolate!
- Cold Brew Toffee Nut Latte: The perfect blend of caramel and hazelnut.





TUCK



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