

Case study

“As a company, we have always prided ourselves on our approach to producing healthy, innovative, and quality products. This strategy helped us to establish a strong brand and trust with a growing number of customers. BRCGS certification has accelerated this growth as it has opened up new customers and new territories to us.”

Food Engineer and Quality Assurance Manager
Ümit Akyüz, SBS



SBS Bilimsel Bio Çözümler San. ve Tic. A.Ş., founded in 2013, produces innovative natural bee products such as propolis, royal jelly, pollen, bee bread, and raw honey. Its products are marketed under the BEE'Ö and BEE'Ö UP brands in Turkey and the BEE&YOU brand in the US and Europe.

With its patented and TÜBİTAK innovation award-winning extraction method, SBS has extracted propolis and developed products with high nutritional value and high phenolic and flavonoid content. As a result, SBS has been awarded 37 different awards in the national and international arena with its projects and products.

SBS's product range is produced ethically and is fully traceable from the hive to the table. Currently, it is Turkey's largest domestic producer

of propolis, royal jelly, pollen, bee bread, and raw honey, with 5000 contracted beekeepers, 500,000 beehives, 6000 square meters of the facility, and 200 expert staff.

Why did SBS choose BRCGS certification?

We were looking for a certification that had the necessary rigor to improve our operational performance and a program that drive our mission to improve continuously. Although we had a robust internal quality system, we recognized that we need to gain GFSI recognized certification to grow the business and supply chain stores in Turkey, Europe, and the US. It also needed to be widely recognized and accepted by buyers from the leading brands in our target markets. Given its global footprint, we chose the BRCGS certification program.

**BRCGS. HELPING YOU STRENGTHEN YOUR BRAND,
REPUTATION AND COMPLIANCE**

Employing
approx 200

different
37 awards



Describe the implementation process

We carried a gap analysis and created a project plan to address the gaps. The team received official BRCGS training, which helped our understanding of the requirements and practical tips, and potential pitfalls for the audit. We also worked with some of our suppliers, who were going through a similar process of becoming BRCGS certified, which has helped follow a common approach.

In general, the process of implementing the BRCGS standard has significantly improved our management processes and our operational practices. Most of all, it has changed our mindset to finding solutions by focusing on how it will happen, not why it will not happen. As a result, it has changed and improved our internal culture, as problems are now solved quickly as the process created an environment where there is full employee participation.

How have you benefited from the certification?

Having completed the process, we are fully confident in managing and maintaining our quality management system. We have a global system that allows us to allocate our energy and resources in the right place.

The culture of the business is now much more robust. Employees are proud of the achievement, and they take greater ownership of problems and finding solutions.

Trust from our existing customers has been renewed, but it has brought us, new customers. BRCGS has been central to this. We are among the 100 fastest growing companies in Turkey, we have doubled our growth rate. Our listing on the BRCGS Directory has allowed new customers in new territories to find us.

