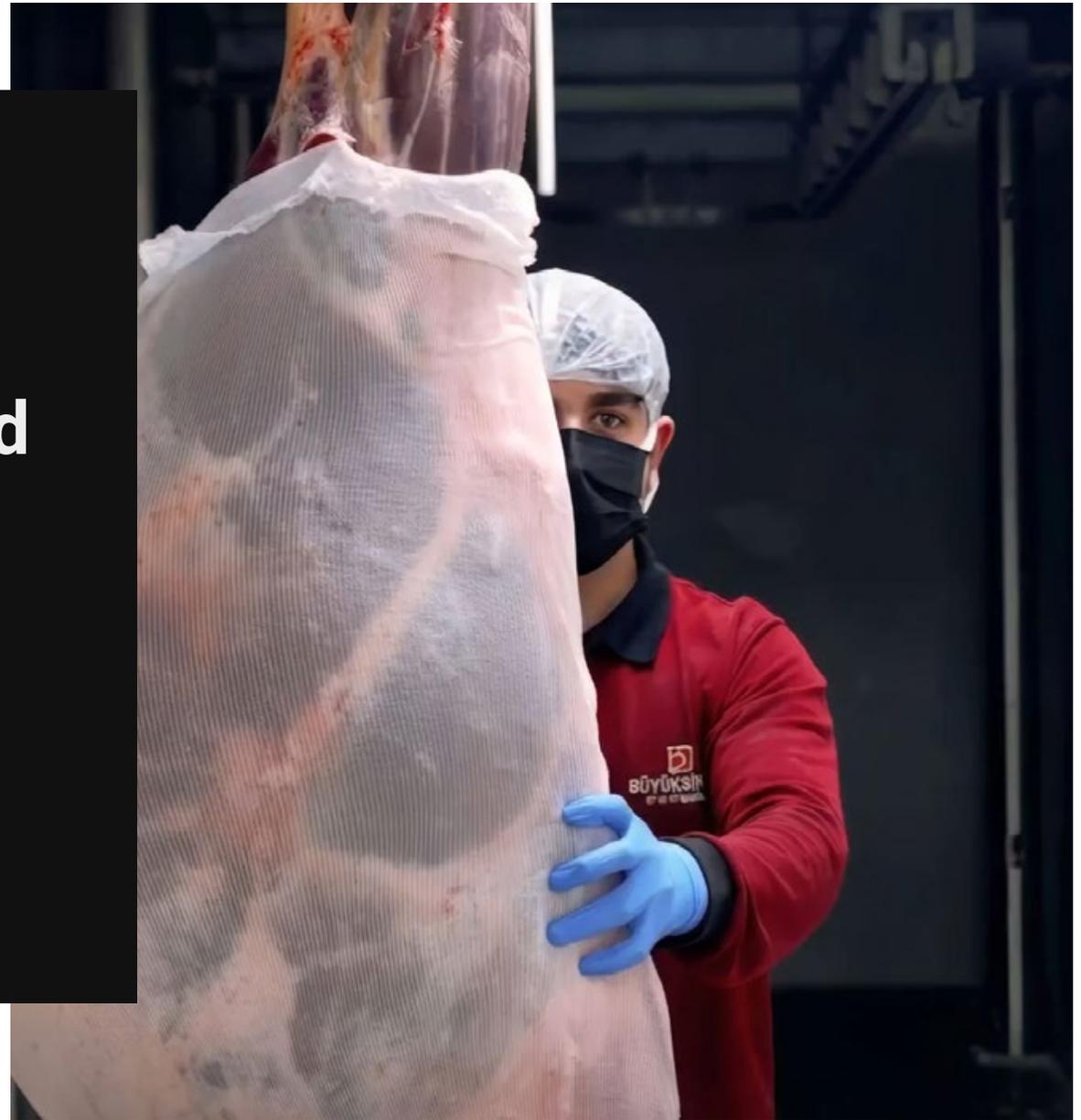


CASE STUDY

# Büyüksimitci Et: tradition, accelerated

The Turkish gourmet meat specialist  
Büyüksimitci Et upgrades its operations —  
combining artisanal excellence with future-  
ready technology





**B**üyüksimitci Et is a well-established name in Türkiye, celebrated for its premium-quality meat products such as sucuk, pastrami, and marinated cuts. Founded in 1938 as Meydan Butchery in Kayseri, the company has grown from a traditional butcher shop into a modern gourmet retailer. With demand on the rise, the fourth generation of the founding family took decisive steps to implement smarter, more connected workflows. In partnership with Bizerba, Büyüksimitci Et implemented an integrated slicing, packaging, weighing, and labeling solution – laying the groundwork for long-term growth without compromising on heritage or product integrity.



## COMPANY

# Büyüksimitci Et, Türkiye

Known for combining traditional recipes with modern processing standards, Büyüksimitci Et supplies high-quality retail chains and clients in the hospitality industry and also operates its own network of stores. With a focus on clean, clear packaging and high-quality meat production, the company is recognized as a trusted premium brand in Türkiye.

Founded: 1938

Headquarters: Kayseri, Türkiye

Focus products: pastrami, sausage products, fresh cuts, and traditional Turkish delicacies.

Sales region: primarily regional, plans to expand

More information  
[buyuksimitciet.com](http://buyuksimitciet.com)

**CHALLENGE**

# From local butcher to gourmet brand

The transformation from a family butcher shop to a gourmet food brand required more than a new storefront. Büyüksimitci Et needed to modernize its core operations—boosting throughput, ensuring hygiene, and speeding up packaging, especially during seasonal peaks. In a warm climate, freshness and presentation are critical, and any new solution had to be intuitive for staff while integrating smoothly with the retail system.



## SOLUTION

# A highly solution-oriented approach

The company evaluated multiple vendors, prioritizing durable hardware, strong local service, and seamless integration. Bizerba stood out—not just for its product portfolio, but for its exceptionally proactive and solution-driven approach. A visit from the Bizerba team the day after the initial inquiry set the tone for a high-trust, high-impact collaboration.

### High performance—from slicing to labeling

Bizerba delivered a turnkey solution centered around high-performance slicing and packaging, combined with weighing and POS integration. Core components included the VSP F automatic slicer, SPC 21 Elix packaging machine, Q1 400 hanging retail scale, and FK 23 meat & bone saws—all tailored to the customer's production needs.

### Fully operational within weeks

The Bizerba team provided label design, slicing presets, and seamless connection to the store's point-of-sale system. Full staff training ensured a smooth handover and quick ramp-up. Despite a tight timeline, the system was installed and running in just a few weeks.





“ We wanted a system that was easy to use,  
high-performing, and built to last.  
Bizerba ticked every box—and then some.”

**Akif Aydın**  
Director, Büyüksimitci Et

## RESULTS

# 15% faster, 10% less slicing loss

In just one month of operation, Büyüksimitci Et has seen faster packaging, less waste, and more consistent product quality. Sales of sliced pastrami have improved significantly, and staff appreciate the ease of use and reduced manual workload. Hygiene and presentation standards have also been raised.

Packaging speed has improved by 15–20% and slicing loss has decreased by about 10%.

### Continuing the expansion—together

Büyüksimitci Et expects to recoup its investment within 60 months and is already planning future expansions—once again in partnership with Bizerba.



## Let's count

78 years  
of tradition

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up to 15%  
faster packaging

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10%  
reduction in slicing loss

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“ We saw a company that didn't just offer machines but worked side by side with us to deliver a fully functional, future-ready solution.”

**Akif Aydın**

Director, Büyüksimitci Et

“ It was one of the most fulfilling collaborations I've been part of. Acting with a partner mindset, I took personal responsibility for the success of this investment—ensuring we didn't just deliver equipment, but a working system.”

**Talat Dilbaz**

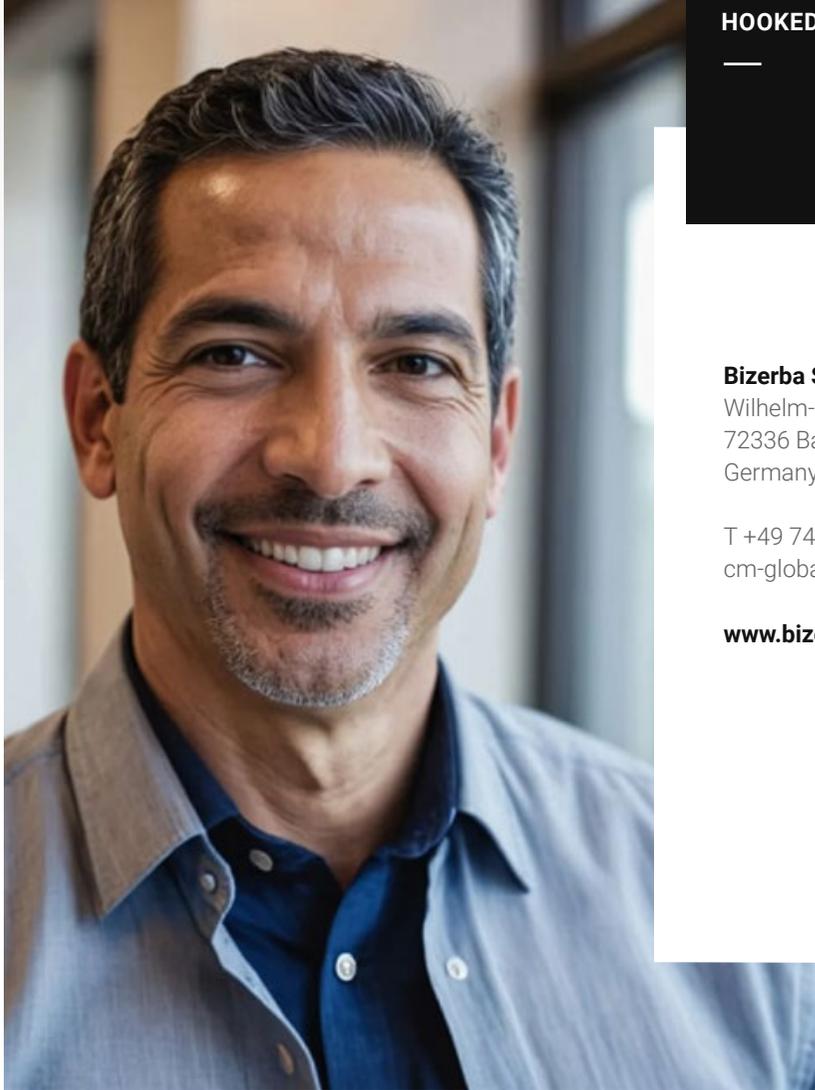
Retail Sales, Bizerba Türkiye

## COMPONENTS

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# The Büyüksimitci Et solution

<b>Slicing</b>	VSP F
<b>Weighing</b>	Q1 pro 400
<b>Processing</b>	Manual bandsaw MBP250
<b>Packaging</b>	SPC 21 Elix
<b>Service</b>	Consultancy on layout and workflow optimization; installation; staff training Services & Support training
<b>Support</b>	Remote support



**HOOKED?**

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