

The Caucus on U.S.-Turkey Relations & Turkish Americans

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Turkey and the US: Who knew?

Turkey's Creating Chocolate (and Jobs!) in the U.S.



One of Turkey's biggest companies is creating American jobs through its chocolate business. In 2013, Yildiz Holding bought New York's iconic DeMet's Candy Company, famed for its chocolate pretzels and "turtle" nut clusters. Yildiz bought DeMet's for \$221 million, investing an additional \$80 million into their Horseheads factory. In 2007, the company also bought Godiva and has a factory in Reading, Pennsylvania, with 300 employees.

- Candy is big business in Turkey. The country's confectionery market is worth over \$3 billion, with chocolate alone accounting for almost half of it.
- Turks are the 5th largest chocolate consumers in the whole world and are now major confectioners and exporters of chocolate.
- Yildiz Holding is one of the highest-revenue chocolate companies in the world.

Fun Fact:

How Turkey Came to Love Chocolate

Turkey wasn't always mad about chocolate, but over the past two decades, the country's chocolate consumption has more than tripled!

Chocolate grew popular after the late 1990s, when it became more readily available. High-profile chefs began to blend chocolate into traditional Turkish dishes, such as baklava.

Today, chocolate has been incorporated into Turkish culture in many ways. For example, it is now a staple in the country's feasts following Ramadan.