

S E R E N K

STYLISH KITCHENWARE



Introduction & Brand Story

Serenk is a global brand bridging Anatolia's millennia-old rich culinary heritage and hospitality with the modern world's demands for health and aesthetics. It is powered by the strength of BiggBrands—an e-commerce and logistics giant that has been delivering Turkish brands to over 95 countries for more than 20 years.

Analyzing global market data, we identified a crucial shift: consumers now demand 'health' and 'style' in their cookware just as much as they seek 'durability'. Yet, the market remains polarized—cluttered with either aesthetically lacking industrial products or cookware laden with harmful coatings.

Serenk emerged to fill this void, fusing the superior production quality of the 'Made in Türkiye' label with PFOA-free healthy technologies and soul-stirring 'Fun Cooking' designs. With a network spanning from New York to Dubai, we offer more than just cookware; we deliver an experience that architects healthy, delicious, and joyful dining tables.



Market Overview

More Than is disrupting ~USD 13B worth categories MENA and ~USD 360B globally.

Sources: 360iResearch Cookware Market Report (2025), Grand View Research Non-stick Market Analysis (2024), Market Growth Reports Stainless Steel Trends (2025).

Global Scale:

The Global Cookware Market is valued at ~\$29.4B (2024) and is projected to reach \$48.2B by 2032, growing at a robust CAGR of 6.35%.

The "Healthy Non-Stick" Shift:

The Non-stick segment is surging towards \$27.4B by 2030. Consumers are actively migrating from traditional Teflon to PFOA-Free, Granite, and Ceramic solutions—Serenk's core strength.

Steel Renaissance: The Stainless Steel category is witnessing massive demand (~10% CAGR), driven by consumers seeking professional-grade durability and hygiene (18/10 Steel).



The "Fun Cooking" Opportunity (Bakeware) Market Insight:

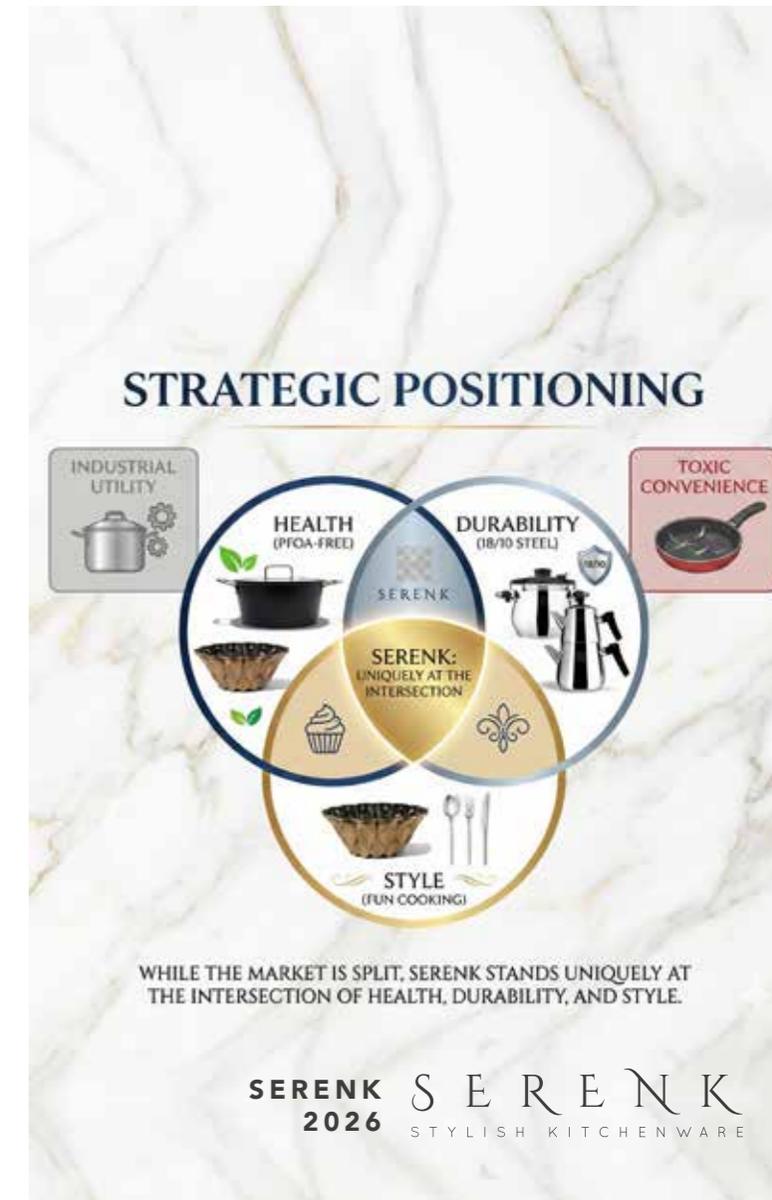
The Global Bakeware (Cake Molds) market is expanding to ~\$6B, fueled by the "Home Baking" trend and social media aestheticism.

Serenk's Edge: Our "Fun Cooking" collection (colorful, retro cake molds) directly addresses the Gen-Z and Millennial demand for "Instagrammable" kitchen tools.



Strategic Positioning:

While the market is split between "Industrial Utility" and "Toxic Convenience," Serenk stands uniquely at the intersection of Health (PFOA-Free), Durability (18/10 Steel), and Style (Fun Cooking).



The "Healthy & Stylish" Sweet Spot

Positioning Strategy:

Health First, Style Always: Unlike industrial brands that focus only on utility, Serenk prioritizes PFOA-Free healthy cooking wrapped in "Instagram-worthy" aesthetics.

The "Fun Cooking" Advantage: With our colorful Bakeware and Granite collections, we appeal to the younger, design-conscious generation that competitors often miss.

Accessible Premium: Leveraging "Made in Türkiye" manufacturing power to offer premium 18/10 stainless steel quality at a competitive price point.

Global Reach & Operational Excellence

Taking "Made in Türkiye" Quality to 95+ Countries

1. Strategic Hubs & Operations



Managed globally through **5 regional offices:**

- Istanbul (HQ)
- New York
- Monheim (Germany)
- Dubai
- Riyadh (Saudi Arabia)

2. Logistics Power



Seamless distribution via strategic warehouses in **Agility Logistic Park (Saudi Arabia)** and **Dubai Commercity (UAE)**.

3. Digital Dominance



Strong presence on owned platforms (**Sanalmagaza, BiggShop**) and top-tier global marketplaces (**Amazon, Noon, Trendyol**).

4. Production Capability



Combining local manufacturing agility with international quality standards (ISO Certified, PFOA-Free).

Target Audience & Segmentation

Solutions for Every Kitchen Personality



1. The Healthy Home Chef

- Health-conscious parents and individuals who prioritize safety over price. They fear toxic chemicals like PTFE/PFOA.
- **Product Fit:** Serenk Excellence Granite Series They buy trust. The "PFOA-Free" and "Non-Toxic" promise is their primary driver.



2. The Creative Baker (Gen Z & Millennials)

- Social media savvy generation who loves baking and sharing photos. They look for "Instagrammable" aesthetics.
- **Product Fit:** Serenk Fun Cooking Collection (Bundt Cake Pans).
- They buy style. The retro designs and gold/copper colors allow them to express their creativity.



3. The Culinary Purist

- Serious cooks who believe in "Buy once, use forever." They prefer professional grade durability.
- **Product Fit:** Serenk Modernist & Definition Stainless Steel Series.
- They buy durability. The 18/10 Stainless Steel and "Heavy Capsule Bottom" assure them of professional performance.

Go-to-Market Strategy: From Local Heritage to Global Staple

Building a "Healthy & Stylish" Kitchen Ecosystem

1. Digital Foundation & "Made in Türkiye" Branding

- **Focus:** Brand Positioning & E-Commerce.
- **Action:** Leveraging BiggBrands e-commerce engine to promote the "PFOA-Free" and "High-Quality Turkish Steel" value proposition on global marketplaces (Amazon, Noon). Health-conscious parents and individuals who prioritize safety over price. They fear toxic chemicals like PTFE/PFOA.
- **Goal:** Establish Serenk as a trusted, high-quality alternative to expensive European brands.

2. MENA Retail Expansion

- **Focus:** Physical Availability in GCC.
- **Action:** Using our Riyadh and Dubai logistics hubs to secure shelf space in major hypermarkets and homeware chains across Saudi Arabia and UAE.
- **Goal:** Become a household name in the region's growing "Home Cooking" market.

3. Portfolio Diversification

- **Focus:** Owning the "Tabletop" Experience.
- **Action:** Aggressively expanding the "Fun Cooking" (Bakeware) and "Cutlery" lines to cross-sell to existing cookware customers.
- **Goal:** Transition from selling just "Pots & Pans" to providing a complete "Cooking & Dining" solution.

4. Western Market Penetration

- **Focus:** USA & Europe Partnerships.
- **Action:** Utilizing New York and Germany offices to partner with specialized kitchenware retailers (e.g., Williams Sonoma, Crate & Barrel style) seeking unique designs.
- **Goal:** Validating Serenk as a global design-led kitchenware brand.



More Healthy and More Delicious Meals With Serenk

As Serenk brand, we give importance to human health and safety. Therefore, we offer safe, long-lasting kitchen cooking appliances that protect human health.

The secret of delicious and healthy cooking is not to allow anything mix to the nature's unique tastes presented to humans.

Serenk's mission can be found in every product: the perfect combination of quality, functional design and high emotional impact, they have become real icons of Serenk Collections.

Our brand's Steel Modernist and Definition series, Granite Excellence series are designed to cook healthy meals without sacrificing taste.

Serenk has been witness of a culture which have contributed to spread in the world the originality and the innovative pleasure of cooking delicious meals, and due to its expertise, it continues evolving and renewing its products in order to meet the desires of every kitchen.



Go-to-Market Strategy: From Local Heritage to Global Staple

We are aware of the responsibility of making quality products and being reliable. Serenk has been transmitting our values through a journey of real aromas and delicious flavours with high quality, passion, experience and reliability.

• Healthy Cooking

• We're committed to creating healthy and delicious meals for your family and guests

• Delicious Cooking

• Easy Cooking

GRANITE SERIES

S E R E N K
Excellence

FUN
Cooking
COLLECTION

STAINLESS STEEL SERIES

S E R E N K
Definition

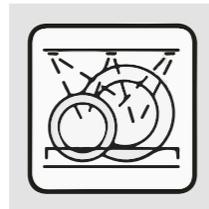
S E R E N K
Modernist



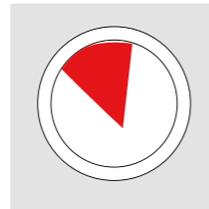
GAS



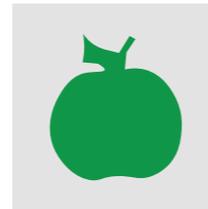
ELECTRIC



DISHWASHER
-SAFE



ENERGY-
SYSTEM



BIO-PLUS
SYSTEM



SERENK
STYLISH KITCHENWARE

Excellence

GRANIT SERIES

7 Pieces Granite Pots & Pan Set



Description:

7 pieces Serenk Excellence pot and pan set is produced with a PFOA-free, long-lasting granite coating, which means the products are safe, non-toxic, non-stick, more durable and functional.

COOKWARE SET: The set includes two deep pots with lids 7.8" and 9.4" (respectively 2.6 qt, 4 qt), one flat pot with lid 10.2" (3.4 qt) and one pan 10.2" (3 qt). Ergonomic bakelite handles are designed for comfort and safety, featuring nonslip, heat-resistant and easy-to-grip.

THICK BOTTOM: Serenk skillet set has a strong base of 3 mm thickness for optimal heat distribution and heat retention. They don't require a high heat setting to cook. Require less heat and less time to make a delicious meal, while preserving vitamins, minerals and aroma.

PRESERVE VITAMINS, MINERALS & FLAVOR: Small holes on the metal-framed lid of Serenk pots allow the steam exit; foods preserve the nutritional value. Induction base pan set can be used on all types of stoves. The induction feature is also advantageous in terms of energy efficiency and heat control.

EASY TO CLEAN: This cookware set is dishwasher safe. They have excellent surface; even the most stubborn ingredients like thinly sliced mushroom or diced onion slid right off without leaving any residue. Made in Türkiye.



3 Pieces Granite Pan Set



Description:

SERENK PAN SET: Serenk pan set includes 3 frying pan. They are made from high-grade granite, which means the products are safe, non-toxic, non-stick, more durable and functional. Ergonomic bakelite handles are designed for comfort and safety, featuring non-slip, heat-resistant and easy-to-grip.

COOKWARE SET: The set includes three skillets measuring 7.8, 9.4, and 11 inches (1.3 qt, 2 qt, 4.4 qt). You can fry an egg, roast a chicken, or sauté veggies or fish. Great for stir fries and other casserole dishes. The ergonomic bakelite handle doesn't loosen over time and preserves its original structure.

NON-STICK & WIDE COMPATIBILITY: Serenk Excellence granite coating pans do not allow sticking. It contributes to a healthy diet by supporting the use of less oil. Induction base pan set can be used on all types of stoves. The induction feature is also advantageous in terms of energy efficiency and heat control.

THICK BOTTOM: Serenk skillet set has a strong base of 3 mm thickness for optimal heat distribution and heat retention. They don't require a high heat setting to cook. Require less heat and less time to make a delicious meal, while preserving vitamins, minerals and aroma.

EASY TO CLEAN: Pans are dishwasher safe. They have excellent surface; even the most stubborn ingredients like thinly sliced mushroom or diced onion slid right off without leaving any residue.



SERENK 2026 **SERENK**
STYLISH KITCHENWARE

S E R E N K
STYLISH KITCHENWARE

Definition

STAINLESS STEEL SERIES

Stainless Steel 7 Pieces Cookware Set



Description:

Serenk cookware set is made from 18/10 stainless-steel which exceedingly resistant to scratches, staining and will maintain its beauty and performance for a lifetime. It offers durability required by professional kitchens. Tight-fitting stainless-steel lids seal in true nutrients and moisture for tender, succulent dishes. Heat resistant wood effect bakelite handles designed with a safe connection which will keep the handles tight for all time

7 PIECE COOKWARE SET INCLUDES: 7 piece cookware set includes 8 in 2qt stock pot with lid, 9 in 3.5 qt cooking pot with lid, 10 in 6 qt frying pan, 6 in 4 qt sauce pan with lid. Please note: lids are counted as individual pieces. The stainless-steel interiors are well suited to a range of cooking techniques while the brushed stainless exteriors clean up quickly and easily

CAPSULE BOTTOM POT SET: Serenk cookware sets have a flat cooking surface for efficient searing and sautéing. Extremely heat-responsive thermo capsule bottom technology ensures efficient, uniform heating with precise temperature control and no hot spots. It transfers heat and spreads it quickly, evenly, and precisely throughout the cookware, all the way to the rim.

INDUCTION COOKWARE: Serenk pot and pans are ideal for use on any cooktop, including induction.

USE&CARE: This pots and pans set is dishwasher safe. Avoid using steel wool, steel scouring pads or harsh detergents. Stubborn food residue and stains can be removed with a nylon scrubbing pad and baking soda.



Stainless Steel 6 Pieces Egg Pan Set



Description:

Serenk egg pan is made from 18/10 stainless-steel which exceedingly resistant to scratches, staining and will maintain its beauty and performance for a lifetime. It offers durability required by professional kitchens. Tempered glass lids lock in true flavor, texture and nutrients for tender, succulent dishes while the body-extension steel handles offer a safe and secure hold.

DIMENSIONS: 6 piece pan set includes 5", 6" and 7" omelette pan with tight-fitting glass lids. Please note: lids are counted as individual pieces.

CAPSULE BOTTOM PAN SET: This always pan has a flat cooking surface for efficient searing and sautéing. Extremely heat-responsive thermo capsul bottom technology ensures efficient, uniform heating with precise temperature control and no hot spots. It transfers heat and spreads it quickly and evenly, throughout the cookware, all the way to the rim.

INDUCTION COOKWARE: Ideal for use on any cooktop, including induction.

USE&CARE: Serenk post and pans are dishwasher safe. Allow frying pan to cool before washing. Avoid using steel wool, steel scouring pads or harsh detergents. Stubborn food residue and stains can be removed with a nylon scrubbing pad and a fine-powdered cleanser.



6 L Pressure Cooker



Description:

Serenk pressure cooker is constructed of 18/10 stainless steel which exceedingly resistant to scratches, staining and will maintain its beauty and performance for a lifetime. It offers durability required by professional kitchens. Capacity: 6 qt, dimensions: 14x9x6 in.

EASY TO USE: This design is user-friendly. The seal is very sturdy, the correct positions are marked and the lid is easy to lock firmly onto the base. The pressure valve is also clearly marked and very easy to set. Non-slip, heat resistant and comfortable handles stay cool and ensure a good grip. It is designed with a safe connection which will keep the handles tight for all time.

SAFETY: Built-in safety features include overheat protection, safety lid lock and quick release button for worry-free cooking. Read instructions before cooking.

SUPER CAPSULE BOTTOM: The bottom of the pressure cooker features an extra thick super capsule base. The design allows for the quickest heat-up time, maximum temperature control and rapid, even heat distribution. This pressure canner has 3 temperature settings to allow for greater control over the amount of pressure you cook with. It is suitable for any type of stoves including induction.

USE&CARE: Stainless-steel cooking bowl is dishwasher safe. Hand-wash lid; dry thoroughly.



Stainless Steel Tea Pot Set



Description:

Serenk tea pot and tea kettle set is made of heavy-duty 18/10 stainless-steel construction which exceedingly resistant to scratches, staining and will maintain its beauty and performance for a lifetime. Elegant polished exterior design looks striking on any stovetop.

DIMENSIONS: Tea pot: 1.3 qt, tea kettle: 2 qt. height: 11" high with lid.

THERMO CAPSULE BASE: This tea kettle for stove top is designed with a generous thermos capsule bottom to have a high thermal conductivity to ensure rapid heating and give a longer lifespan. Our self-sealing lid also offers a 100% seal to increase the efficiency of boiling.

STYLISH AND COMFORTABLE BAKELITE HANDLES: Non-slip, heat resistant and comfortable wood effect bakelite handles stay cool and ensure a good grip. It is designed with a safe connection which will keep the handle tight for all time.

USE&CARE: Do not heat while kettle is empty or allow it to boil dry. Dishwasher safe. Avoid using harsh detergents, abrasive cleansers, steel wool or steel scouring pads. Wipe with a damp cloth, then buff with a soft, dry cloth to polish the surface.



Stainless Steel Tea Pot Set Black



Description:

Serenk teapot set is made of heavy-duty 18/10 stainless-steel construction which exceedingly resistant to scratches, staining and will maintain its performance for a lifetime. Besides being durable, stainless steel is healthy, does not contain any toxic material, and is suitable for contact with food.

DIMENSIONS: Tea pot: 1.05 qt, tea kettle: 2.1 qt. height: 11" high with lid.

THERMO CAPSULE BASE: This tea kettle for stove top has a generous thermos capsule bottom to have a high thermal conductivity to ensure rapid heating and give a longer lifespan. Our self-sealing lid also offers a 100% seal to increase the efficiency of boiling.

STYLISH HANDLES: Non-slip, heat resistant and comfortable bakelite handles stay cool and ensure a good grip. It is designed with a safe connection which will keep the handle tight for all time.

USE & CARE: Do not heat while kettle is empty or allow it to boil dry. Hand wash recommended. Avoid using harsh detergents, abrasive cleansers, steel wool or steel scouring pads. Wipe with a damp cloth, then buff with a soft, dry cloth to polish the surface.



4 Pieces Coffee Pot Set with Stand



Description:

Serenk Turkish Coffee Pot Set is made of heavy-duty 18/10 stainless-steel construction which exceedingly resistant to scratches, staining and will maintain its beauty and performance for a lifetime. Elegant polished exterior design looks striking on any stovetop.

CAPACITY: As well as being an aesthetically beautiful pot, there are 4 capacity options. If you prefer the authentic experience, it has 2,3,4 cups serving capacity. The stand design is making it convenient to store the pot when it's not in use.

STYLISH AND COMFORTABLE BAKELITE HANDLES: Non-slip, heat resistant and comfortable wood effect bakelite handles stay cool and ensure a good grip. It is designed with a safe connection which will keep the handle tight for all time.

MULTI PURPOSE COFFEE POT: Stainless steel coffee pot is more practical than copper pot as it is easy to maintain and multi-purpose. This Turkish coffee mamer is also dishwasher safe and easy to keep clean. Meanwhile, although its design is for brewing Turkish coffee, you can also use it as a melting pot, milk warmer, chocolate melter, butter melter, or any number of other culinary projects.

USE&CARE: When cleaning the pot, a rinse and wipe with a cloth will suffice, while it is also dishwasher-safe.



SERENK
STYLISH KITCHENWARE

Modernist

STAINLESS STEEL SERIES

4 Pieces Coffee Pot Set with Stand



Description:

Serenk Turkish Coffee Pot Set is made of heavy-duty 18/10 stainless-steel construction which exceedingly resistant to scratches, staining and will maintain its beauty and performance for a lifetime. Elegant polished exterior design looks striking on any stovetop.

CAPACITY: As well as being an aesthetically beautiful pot, there are 4 capacity options. If you prefer the authentic experience, it has 2,3,4 cups serving capacity. The stand design is making it convenient to store the pot when it's not in use.

STYLISH AND COMFORTABLE BAKELITE HANDLES: Non-slip, heat resistant and comfortable wood effect bakelite handles stay cool and ensure a good grip. It is designed with a safe connection which will keep the handle tight for all time.

MULTI PURPOSE COFFEE POT: Stainless steel coffee pot is more practical than copper pot as it is easy to maintain and multi-purpose. This Turkish coffee mamer is also dishwasher safe and easy to keep clean. Meanwhile, although its design is for brewing Turkish coffee, you can also use it as a melting pot, milk warmer, chocolate melter, butter melter, or any number of other culinary projects.

USE&CARE: When cleaning the pot, a rinse and wipe with a cloth will suffice, while it is also dishwasher-safe.



Stainless Steel 5 Pieces Cookware Set



Description:

5 pieces Serenk Modernist pots and pan set is made of 18/10 stainless steel entirely; in addition to being resistant to scratches and staining, it is healthy, long-lasting and durable.

STYLISH COOKWARE SET: The set includes 9.4 inch deep pot with lid (6.4 qt/6.1 L), 10 inch flat pot with lid (3 qt/3 L) and 10 inch pan (3 qt/3 L). The stainless polished outer surface has a smooth appearance with mirror shine, which adds elegance to kitchens.

CAPSULE BOTTOM: These pots and frying pan have a triplex heavy bounded capsule bottom for optimal heat distribution and heat retention. They are extremely heat-responsive and able to transfer heat quickly and evenly at full length. Via induction base feature, pots and pan can be used on all types of stoves.

PRESERVE VITAMINS, MINERALS & FLAVOR: The concave glass lid fits perfectly and does not allow steam to exit. By less water, foods can be cooked in their own juices, which means healthier meals with more taste.

EASY TO CLEAN: This cookware set is dishwasher safe and easy to clean. Avoid using steel wool, steel scouring pads, or harsh detergents. Stubborn food residue and stains can be removed with a nylon scouring pad and a fine-powdered cleanser. Before first use, wash the entire surface of the product thoroughly with warm liquid detergent water, dry and then spread a full teaspoon oil on internal surface. Made in Türkiye.



9 Pieces Stainless Steel Mixing & Storage Bowl Set with Grater



Description:

DURABLE STAINLESS STEEL: Serenk mixing bowls made entirely from ultra-durable, high-quality 18/10 stainless steel which exceedingly resistant to scratches, staining and will maintain its performance for a lifetime. Besides being durable, stainless steel is healthy, does not contain any toxic material, and is suitable for contact with food.

ALL INCLUSIVE: Serenk bowl set contains 3 different sizes 1.42 quart, 2.85 quart, 4.86 quart providing versatility in their usage. They come with flat, tight-fitting plastic lids and 2 grater attachments.

POLISHED DESIGN: They feature a mirror finish inside and outside, which are attractive as well as functional. Polished finish adds a touch of elegance to any kitchen.

USEFUL ADD-ON: Each bowl has a corresponding tight lid and all elements nest or snap-together for space-saving storage in the kitchen. Besides, the plastic lid of the largest bowl has a removable centre. In here, one of 2 graters can be placed in case you need to grate cheese, carrots, potatoes, cucumbers, purple cabbage, chocolate, etc.

DISHWASHER SAFE: Serenk bowl set can be cleaned easily by hand with water and soap or in the dishwasher. Not safe for freezer and microwave use.



5 L Pressure Cooker



Description:

Serenk pressure cooker is constructed of 18/10 stainless steel which exceedingly resistant to scratches, staining and will maintain its performance for a lifetime. Besides being durable, stainless steel is healthy, does not contain any toxic material, and is suitable for contact with food.

EASY TO USE: The seal is very sturdy, the correct positions are marked, and the lid is easy to lock firmly onto the base. The pressure valve is also clearly marked and very easy to set. Non-slip, heat resistant handles ensure a good grip. It has a safe connection which will keep the handles tight for all time. Capacity: 5 qt, depth: 5.5 inch, height with lid: 6.6 inch, width with handles: 17.7 inch.

SAFETY: Built-in safety features include overheat protection, safety lid lock and quick release button for worry-free cooking. Read instructions before cooking.

SUPER CAPSULE BOTTOM: The bottom features an extra thick capsule base. It allows for the quickest heat-up time, max. temperature control and rapid, even heat distribution. This pressure cooker has 3 temperature settings to allow for greater control over the amount of pressure you cook with. It is suitable for induction use.

USE&CARE: This mirror-shine cookware is dishwasher-safe. Please wash the lid by hand and dry thoroughly.



Stainless Steel TeaPot Set



Description:

Serenk tea pot and tea kettle set is made of heavy-duty 18/10 stainless-steel construction which exceedingly resistant to scratches, staining and will maintain its performance for a lifetime. Besides being durable, stainless steel is healthy, does not contain any toxic material, and is suitable for contact with food.

DIMENSIONS: Tea pot: 1 L, Tea kettle: 1.5 L.

INDUCTION BASE: This tea kettle for stove top has a generous bottom to have a high thermal conductivity to ensure rapid heating and give a longer lifespan. Our selfsealing lid also offers a 100% seal to increase the efficiency of boiling.

BAKALITE HANDLES: Non-slip, heat resistant and comfortable bakelite handles stay cool and ensure a good grip. It is designed with a safe connection which will keep the handle tight for all time.

USE&CARE: Do not heat while kettle is empty or allow it to boil dry. Handwash recommended. Avoid using harsh detergents, abrasive cleansers, steel wool or steel scouring pads. Wipe with a damp cloth, then buff with a soft, dry cloth to polish the surface.



SERENK
STYLISH KITCHENWARE

STAINLESS STEEL CUTLERY SETS

Paris Stainless Steel Cutlery Sets



18 PIECES SRK8681126436601

6 Pieces Table Fork - 202 mm / 2,5 mm
6 Pieces Table Spoon - 200 mm / 2,5 mm
6 Pieces Table Knife - 226 mm / 10 mm



24 PIECES SRK8681126436618

6 Pieces Table Fork - 202 mm / 2,5 mm
6 Pieces Table Spoon - 200 mm / 2,5 mm
6 Pieces Table Knife - 226 mm / 10 mm
6 Pieces Dessert Spoon - 162 mm / 2 mm



42 PIECES SRK8681126436625

6 Pieces Table Fork - 202 mm / 2,5 mm
6 Pieces Table Spoon - 200 mm / 2,5 mm
6 Pieces Table Knife - 226 mm / 10 mm
6 Pieces Dessert Spoon - 162 mm / 2 mm
6 Pieces Dessert Fork - 163 mm / 2 mm
6 Pieces Dessert Knife - 192 mm / 10 mm
6 Pieces Tea Spoon - 112 mm / 2 mm

Barcelona Stainless Steel Cutlery Sets



18 PIECES SRK8681126436632

6 Pieces Table Fork 205 mm / 3 mm
6 Pieces Table Spoon 207 mm / 3 mm
6 Pieces Table Knife 219 mm / 10 mm



24 PIECES SRK8681126436649

6 Pieces Table Fork 205 mm / 3 mm
6 Pieces Table Spoon 207 mm / 3 mm
6 Pieces Table Knife 219 mm / 10 mm
6 Pieces Dessert Spoon 163 / 2,5 mm



42 PIECES SRK8681126436656

6 Pieces Table Fork 205 mm / 3 mm
6 Pieces Table Spoon 207 mm / 3 mm
6 Pieces Table Knife 219 mm / 10 mm
6 Pieces Dessert Spoon 163 mm / 2,5 mm
6 Pieces Dessert Fork 164 mm / 2,5 mm
6 Pieces Dessert Knife 196 mm / 10 mm
6 Pieces Tea Spoon 113 mm / 2 mm

Milan Stainless Steel Cutlery Sets



18 PIECES SRK8681126436663

6 Pieces Table Fork 210 mm / 3 mm
6 Pieces Table Spoon 208 mm / 3 mm
6 Pieces Table Knife 224 mm / 10 mm



24 PIECES SRK8681126436670

6 Pieces Table Fork 210 mm / 3 mm
6 Pieces Table Spoon 208 mm / 3 mm
6 Pieces Table Knife 224 mm / 10 mm
6 Pieces Dessert Spoon 160 mm / 2,5 mm



42 PIECES SRK8681126436687

6 Pieces Table Fork 210 mm / 3 mm
6 Pieces Table Spoon 208 mm / 3 mm
6 Pieces Table Knife 224 mm / 10 mm
6 Pieces Dessert Spoon 160 mm / 2,5 mm
6 Pieces Dessert Fork 160 / 2,5 mm
6 Pieces Dessert Knife 197 / 10 mm
6 Pieces Tea Spoon 113 / 2 mm



New York Stainless Steel Cutlery Sets



18 PIECES SRK8681126436694

6 Pieces Table Fork 207 mm / 3 mm
6 Pieces Table Spoon 205 mm / 3 mm
6 Pieces Table Knife 232 mm / 10 mm



24 PIECES SRK8681126436700

6 Pieces Table Fork 207 mm / 3 mm
6 Pieces Table Spoon 205 mm / 3 mm
6 Pieces Table Knife 232 mm / 10 mm
6 Pieces Dessert Spoon 163 mm / 2,5 mm



42 PIECES SRK8681126436717

6 Pieces Table Fork 207 mm / 3 mm
6 Pieces Table Spoon 205 mm / 3 mm
6 Pieces Table Knife 232 mm / 10 mm
6 Pieces Dessert Spoon 163 mm / 2,5 mm
6 Pieces Dessert Fork 167 mm / 2,5 mm
6 Pieces Dessert Knife 202 mm / 10 mm
6 Pieces Tea Spoon 111 mm / 2 mm

FUN Cooking

COLLECTION



Pinwheel Bundt Cake Pan



Description:

CAKE TIME: Serenk's nostalgically beautiful cake mold with dimensions of 24 x 9 cm in a two-tone design from the "Fun Cooking" series is equipped with a high-quality non-stick coating. This golden Bundt cake pan brings additional colorful joy to your baking kitchen with its attractive retro style.

PERFECT BAKING EXPERIENCE: Even browning due to optimal heat conduction of the cake pan with the chimneylike opening in the center ensures that the dough is baked evenly from all sides in the oven. Optimal handling due to extra high rims.

DISCOVER NEW RECIPES: Bake traditional and modern Bundt cakes in this practical baking pan, which you can reinvent again and again. Try different recipes and glaze and decorate your bundt cake with colored icing, the finest chocolate coating or sprinkle it simply with powdered sugar dust.

SIZE: The beautiful baking mold Fun Cooking has a respective diameter of 24 cm, a height of 9 cm. It can also be hygienically cleaned in the dishwasher and is odorless.

NEAT DESIGN: This high-quality surface simply releases the cooled cake from the mold, and cleaning by hand is a breeze. Steel non-stick coated, enameled - resistant to sourdough, cut-resistant, ovenproof, heat-resistant up to 250°C. Solid dimensional stability due to extra high material thickness. In addition, Serenk's name stands for quality goods "Made in Türkiye".



Pinwheel Bundt Cake Pan



Description:

CAKE TIME: Serenk's nostalgically beautiful cake mold with dimensions of 24 x 9 cm in a two-tone design from the "Fun Cooking" series is equipped with a high-quality non-stick coating. This golden Bundt cake pan brings additional colorful joy to your baking kitchen with its attractive retro style.

PERFECT BAKING EXPERIENCE: Even browning due to optimal heat conduction of the cake pan with the chimneylike opening in the center ensures that the dough is baked evenly from all sides in the oven. Optimal handling due to extra high rims.

DISCOVER NEW RECIPES: Bake traditional and modern Bundt cakes in this practical baking pan, which you can reinvent again and again. Try different recipes and glaze and decorate your bundt cake with colored icing, the finest chocolate coating or sprinkle it simply with powdered sugar dust.

SIZE: The beautiful baking mold Fun Cooking has a respective diameter of 24 cm, a height of 9 cm. It can also be hygienically cleaned in the dishwasher and is odorless.

NEAT DESIGN: This high-quality surface simply releases the cooled cake from the mold, and cleaning by hand is a breeze. Steel non-stick coated, enameled - resistant to sourdough, cut-resistant, ovenproof, heat-resistant up to 250°C. Solid dimensional stability due to extra high material thickness. In addition, Serenk's name stands for quality goods "Made in Türkiye".



Star Bundt Cake Pan



Description:

CAKE TIME: Serenk's nostalgically beautiful cake mold with dimensions of 26 x 9,6 cm in a two-tone design from the "Fun Cooking" series is equipped with a high-quality non-stick coating. This golden Bundt cake pan brings additional colorful joy to your baking kitchen with its attractive retro style.

PERFECT BAKING EXPERIENCE: Even browning due to optimal heat conduction of the cake pan with the chimneylike opening in the center ensures that the dough is baked evenly from all sides in the oven. Optimal handling due to extra high rims.

DISCOVER NEW RECIPES: Bake traditional and modern Bundt cakes in this practical baking pan, which you can reinvent again and again. Try different recipes and glaze and decorate your bundt cake with colored icing, the finest chocolate coating or sprinkle it simply with powdered sugar dust.

SIZE: The beautiful baking mold "Fun Cooking" has a respective diameter of 26 cm, a height of 9,6 cm. It can also be hygienically cleaned in the dishwasher and is odorless..

NEAT DESIGN: This high-quality surface simply releases the cooled cake from the mold, and cleaning by hand is a breeze. Steel non-stick coated, enameled - resistant to sourdough, cut-resistant, ovenproof, heat-resistant up to 250°C. Solid dimensional stability due to extra high material thickness. In addition, Serenk's name stands for quality goods "Made in Türkiye".



Drop Bundt Cake Pan



Description:

EYE CATCHING DESIGN: This drop motif gold colored pan from Serenk's "Fun Cooking" series boasts an attractive retro style that adds color and joy to your kitchen. It's not just a baking tool, it's a piece of art that enhances your kitchen decor.

HIGH QUALITY NONSTICK COATING: Serenk pans are designed with a high-quality non-flammable and nonstick (interior and exterior) granite coating that makes it a breeze to free your baked goods from the pan, as well as simplifying clean-up significantly.

OPTIMAL HEAT DISTRIBUTION: Thanks to its aluminum die-cast body, this baking pan provides excellent heat distribution, ensuring your cake turns out nicely crisped and evenly browned.

VERSATILE USE: 10 inches diameter size is suitable for both home and professional use; whether you're baking for your family or a large crowd, this bundt cake mold will meet your needs. Hand wash is recommended for long-term use.

STYLISH KITCHENWARE: At Serenk, we value health, safety, and taste above everything else. We offer safe, longlasting cooking appliances that help you prepare healthy meals year-round, bringing the unique flavors of your kitchen to the ones you love. Made in Türkiye.



Aria Bundt Cake Pan



Description:

EYE CATCHING DESIGN: Aria cake pan from Serenk's "Fun Cooking" series, boasts an attractive retro style that adds color and joy to your kitchen. This design is a classic for kitchens when it comes to cakes.

HIGH QUALITY NONSTICK COATING: Serenk pans are designed with a high-quality non-flammable and nonstick (interior and exterior) granite coating that makes it a breeze to free your baked goods from the pan, as well as simplifying clean-up significantly.

OPTIMAL HEAT DISTRIBUTION: Thanks to its aluminum die-cast body, this baking pan provides excellent heat distribution, ensuring your cake turns out nicely crisped and evenly browned.

VERSATILE USE: 9,8 inches diameter size is suitable for both home and professional use; whether you're baking for your family or a large crowd, this bundt cake mold will meet your needs. Hand wash is recommended for long-term use.

STYLISH KITCHENWARE: At Serenk, we value health, safety, and taste above everything else. We offer safe, longlasting cooking appliances that help you prepare healthy meals year-round, bringing the unique flavors of your kitchen to the ones you love.



Camille Tart Pan



Description:

SERENK QUICHE PAN: Serenk's exceptionally beautiful tart mold with dimensions of 28 x 7 cm in a two-tone design from the "Fun Cooking" series is equipped with a high-quality nonstick coating. This golden tart pan brings additional colorful joy to your baking kitchen with its attractive retro style.

PERFECT BAKING EXPERIENCE: This quiche pan is also suitable for professional use, thanks to granite wall coating. The pie pan has excellent heat radiation, so that the baked goods are always nice and crispy and browned. Optimal handling due to extra high rims.

DISCOVER NEW RECIPES: Bake from quiche to apple pie in this practical baking pan, which you can reinvent again and again. Try different recipes and glaze and decorate your cake with your favourite toppings.

SIZE: The beautiful baking mold "Fun Cooking" has a respective diameter of 28 cm and a height of 7 cm. It can also be hygienically cleaned in the dishwasher and is odorless.

NEAT DESIGN: This high-quality surface simply releases the cooled cake from the mold, and cleaning by hand is a breeze. Aluminum granite non-stick coated, enameled - resistant to sourdough, cut-resistant, ovenproof, heat-resistant up to 250°C. Solid dimensional stability due to extra high material thickness. In addition, Serenk's name stands for quality goods "Made in Türkiye".



Loaf Cake Pan



Description:

CAKE TIME: Serenk's nostalgically beautiful cake mold with dimensions of 34 x 14 cm in a two-tone design from the "Fun Cooking" series is equipped with a high-quality non-stick coating. This golden cake pan brings additional colorful joy to your baking kitchen with its attractive retro style.

PERFECT BAKING EXPERIENCE: This bread pan is also suitable for professional use, thanks to granite wall coating. The bread baking pan has excellent heat radiation, so that the baked goods are always nice and crispy and browned. Optimal handling due to extra high rims.

DISCOVER NEW RECIPES: Bake from banana bread to fluffy cakes in this practical baking pan, which you can reinvent again and again. Try different recipes and glaze and decorate your cake with your favourite toppings.

SIZE: The beautiful baking mold "Fun Cooking" has a respective length of 34 cm, width of 14 cm, a height of 6,9 cm. It can also be hygienically cleaned in the dishwasher and is odorless.

NEAT DESIGN: This high-quality surface simply releases the cooled cake from the mold, and cleaning by hand is a breeze. Aluminum granite non-stick coated, enameled - resistant to sourdough, cut-resistant, ovenproof, heat-resistant up to 250°C. Solid dimensional stability due to extra high material thickness. In addition, Serenk's name stands for quality goods "Made in Türkiye".



Crepe Pan 22 cm Yellow



Description:

SMILE MINI PANCAKES MAKER: Serenk's exceptionally beautiful mini pancakes maker with dimensions of 26 x 1,5 cm in a two-tone design from the "Fun Cooking" series is equipped with a high-quality non-stick coating. This golden nonstick frying pan brings additional colorful joy to your baking kitchen with its attractive retro style.

PERFECT BREAKFAST EXPERIENCE: This pancake pan is also suitable for professional use, thanks to granite wall coating. The mini pancake maker has excellent heat radiation, so that the baked goods are always nice and crispy and browned. Optimal handling due to 18 cm handle.

TIME TO BREAK SOME EGGS: Bake from omelettes to pancake in this practical pancake molds for kids, which you can reinvent again and again.

SIZE: The beautiful breakfast maker Fun Cooking with seven troughs in a respective diameter of 26 cm, a height of 1,5 cm. It can also be hygienically cleaned in the dishwasher, is odorless.

NEAT DESIGN: This high-quality surface simply releases the cooled cake from the mold and cleaning by hand washing is a breeze. Aluminum granite non-stick coated, enameled - resistant to sourdough, cut-resistant, heatresistant up to 250°C. Solid dimensional stability due to extra high material thickness. In addition, Serenk's name stands for quality goods Made in Türkiye.



Crepe Pan



Description:

NON STICK AND SCRATCH RESISTANT: Serenk Fun Cooking crepe pans are designed with a high-quality nonstick (interior and exterior) granite coating. You can easily flip your breakfast food without sticking. Scratch and cut resistant quality materials make it usable for long periods of time.

VERSATILE USE: Although it's perfect for pancakes, you can also use this pan for cooking omelettes or other tasty foods. Non-stick surface ensures easy cooking and cleaning.

LARGE CAPACITY: Dosa pan's 8.6 inches diameter is sufficient for your family, and you can host your guests comfortably. 7.2 inches handle length allows you to grip it from a safe distance and does not get hot. Although it is dishwasher safe, hand washing is recommended for long-term use.

HEALTHY: The non-stick coating does not contain PFOA; it is safe for both you and your children's health. Not suitable for induction hob.

OPTIMAL HEAT DISTRIBUTION: Round baking pan's aluminum die-cast body conducts heat quickly and evenly. It saves time and energy by cooking in minutes. Made in Türkiye.



Crepe Pan



Description:

NON STICK AND SCRATCH RESISTANT: Serenk Fun Cooking crepe pans are designed with a high-quality nonstick (interior and exterior) granite coating. You can easily flip your breakfast food without sticking. Scratch and cut resistant quality materials make it usable for long periods of time.

VERSATILE USE: Although it's perfect for pancakes, you can also use this pan for cooking omelettes or other tasty foods. Non-stick surface ensures easy cooking and cleaning.

LARGE CAPACITY: Dosa pan's 8.6 inches diameter is sufficient for your family, and you can host your guests comfortably. 7.2 inches handle length allows you to grip it from a safe distance and does not get hot. Although it is dishwasher safe, hand washing is recommended for long-term use.

HEALTHY: The non-stick coating does not contain PFOA; it is safe for both you and your children's health. Not suitable for induction hob.

OPTIMAL HEAT DISTRIBUTION: Round baking pan's aluminum die-cast body conducts heat quickly and evenly. It saves time and energy by cooking in minutes. Made in Türkiye.



14-16-18 cm 3-Piece Enamel Storage Container Set



Description:

STYLISH DESIGN AND AESTHETIC DETAILS: Coated with high-quality white enamel on both inner and outer surfaces, this special set adds a modern touch to kitchens with its elegant exterior decoration, vacuum mica lid, and complementing silver-colored rim details, while bearing the signature of the design with the Serenk logo on the base.

PRODUCTION QUALITY AND AUTHENTICITY: Produced in Turkey and retaining its color and vibrancy for years thanks to patterns applied with special firing techniques, this set distinguishes itself from mass production with slight surface variations such as tiny dots or bubbles inherent to the handmade process; this is not a defect, but rather proof of the product's authenticity and craftsmanship.

HEALTH AND SAFETY STANDARDS: Offering antibacterial properties thanks to its enamel structure—one of the safest materials for food contact—our products ensure maximum hygiene in your kitchen and protect the health of you and your loved ones with a natural composition free from harmful substances like BPA and PFOA.

VERSATILE USE AND CARE: This functional set, which can be safely used as storage in the refrigerator and freezer, also performs excellently as cookware on all heat sources, including induction hobs (excluding microwaves), and can be easily cleaned in the dishwasher after use.



26 cm Enamel Shallow Belly Casserole



Description:

COLOR HARMONY AND AESTHETIC DESIGN: Displaying a sophisticated stance with its lid coated in navy blue enamel on both inner and outer surfaces, complemented by a navy blue enamel knob, this set creates a visual feast in your kitchen with its white enamel handles, white body adorned with elegant decorations, and silver-colored rim details, while attesting to its quality with the Serenk logo on the base.

PRODUCTION MASTERY AND AUTHENTICITY: Produced in Turkey and retaining its color with its first-day vibrancy for years thanks to patterns applied with special firing techniques, these products are distinguished from mass-produced items by slight variations, tiny dots, or bubbles inherent to the handmade process; these details are not defects but rather proof of the product's authenticity.

HEALTH AND HYGIENE GUARANTEE: Featuring a patterned exterior and a solid color interior enamel coating, this set offers antibacterial properties by nature; thanks to its healthy and safe material free from harmful chemicals like BPA and PFOA, it preserves the nutritional value of your food, offering the most hygienic cooking and storage experience for your family.

FUNCTIONAL USE AND DURABILITY: Suitable for storage in refrigerators and freezers thanks to its durable structure, this functional set allows you to cook your meals safely on all heat sources including induction (excluding microwaves), and provides a practical, long-lasting kitchen experience as it can be easily cleaned in the dishwasher after use.



20-24 cm 2-Piece Premium Enamel Deep Belly Cookware Set



Description:

LUXURY DESIGN AND CRYSTAL DETAILS: Adding a "Premium" touch to your kitchen with its eye-catching crystal knob detail on the lid—coated with noble navy blue enamel on both inner and outer surfaces—and glittering gold-colored chrome handles, this set brings luxury and aesthetics together with elegant decorations on the white enamel body and a gold-colored rim surrounding the design, while signing its quality with the Serenk logo on the base.

HANDCRAFTSMANSHIP AND AUTHENTICITY: Produced in Turkey and retaining its color and shine for years thanks to patterns applied with special firing techniques, this special series distinguishes itself from mass production with slight differences, tiny dots, or bubbles visible on the surface as part of the handmade production process; these details are not defects but rather proof of the product's authenticity shaped by craftsmanship.

HEALTH AND HYGIENE STANDARDS: Coated with a patterned exterior and a smooth solid-color interior enamel, and possessing antibacterial properties by nature, this cookware set offers the healthiest cooking environment for your family by preserving the taste and nutritional value of your meals thanks to its safe material free from harmful chemicals like BPA and PFOA.

FUNCTIONAL USE AND MAINTENANCE: Suitable for storing food in the refrigerator and freezer thanks to its durable structure, this set increases cooking performance by providing excellent heat distribution on all stove types including induction (excluding microwaves), and allows for practical cleaning with its dishwasher-safe feature after use.



22 cm Enamel Deep Frying Pot



Description:

DESIGN AND FUNCTIONAL ACCESSORIES: Featuring a stylish look with its glass lid, navy blue plastic knob, and white enamel handles, this pot is completed with a black interior, decorated white exterior body, and silver rim details. It is presented with a special frying basket for a practical frying experience.

PRODUCTION QUALITY AND AUTHENTICITY: Produced in Turkey with patterns that retain their color for years, this product may feature tiny variations or bubbles on the surface as an indication of handcraftsmanship. These details are not defects but proof of the product's authenticity.

HEALTHY AND HYGIENIC STRUCTURE: Providing high hygiene in the kitchen thanks to its antibacterial enamel structure, it allows you to prepare your meals safely with a composition free from harmful substances like BPA and PFOA.

PRACTICAL USE AND MAINTENANCE: Suitable for use on all stove types including induction (excluding microwaves) and for storage in the refrigerator, this durable pot can be easily cleaned in the dishwasher after use.



18-20-22 cm 3-Piece Enamel Deep Belly Cookware Set



Description:

COLOR HARMONY AND DESIGN: Providing unity with its navy blue enamel lid (inner and outer) and matching knob, this pot adds elegance to your kitchen with its white enamel handles, decorated body, and silver rim details, while reflecting its quality with the Serenk logo on the base.

PRODUCTION QUALITY AND AUTHENTICITY: Produced in Turkey with patterns fixed by special techniques to retain their color for years, this product may feature slight surface variations as a result of handcraftsmanship. These details are not defects but proof of the product's naturalness and authenticity.

HEALTHY AND HYGIENIC STRUCTURE: Offering high hygiene standards thanks to its antibacterial enamel surface, its safe structure free from harmful chemicals like BPA and PFOA ensures you cook your meals in the healthiest way.

VERSATILE USE AND MAINTENANCE: Suitable for use on all stove types including induction (excluding microwaves) and for storage in the refrigerator and freezer, this durable pot can be practically cleaned in the dishwasher after use.



Premium Enamel Teapot



Description:

LUXURY DESIGN AND CRYSTAL DETAILS: This premium teapot features a navy blue enamel lid crowned with a crystal knob and a gold-colored chrome handle with a distinctive crystal grip. The body combines a black enamel interior with a decorated white exterior and an elegant gold rim, finished with the Serenk logo on the base to complete its sophisticated look.

PRODUCTION QUALITY AND AUTHENTICITY: Produced in Turkey with patterns fixed by special firing techniques to retain their vibrancy for years, this product may exhibit slight surface variations, such as tiny dots or bubbles. These details are characteristics of the handmade process and serve as proof of the product's authenticity rather than defects.

HEALTHY AND HYGIENIC STRUCTURE: Offering high hygiene standards thanks to its antibacterial enamel surface, the teapot provides a safe brewing experience. Its durable structure is free from harmful chemicals like BPA and PFOA, ensuring your tea is prepared in the healthiest way possible.

VERSATILE USE AND MAINTENANCE: Designed for modern kitchens, this durable teapot is suitable for use on all stovetops, including induction (excluding microwaves). It combines elegance with practicality, as it can be easily cleaned in the dishwasher after use.



Enamel Teapot



Description:

AESTHETIC DESIGN AND CAPACITY: Distinguished by its navy blue enamel lid and elegant gold chrome handles and knob, this set features a decorated white exterior with a gold rim and a black enamel interior. It offers a practical service capacity with a 1.1-liter upper teapot and a 2.1-liter lower water kettle.

PRODUCTION QUALITY AND AUTHENTICITY: Produced in Turkey with patterns fixed by special firing techniques to retain their vibrancy for years, this product may exhibit slight surface variations, such as tiny dots or bubbles. These details are characteristics of the handmade process and serve as proof of authenticity rather than defects.

HEALTH AND HYGIENE STANDARDS: Thanks to its antibacterial enamel structure, this teapot ensures a high level of hygiene in your kitchen. Its safe composition is free from harmful chemicals like BPA and PFOA, allowing you to brew tea in the healthiest way possible.

VERSATILE USE AND MAINTENANCE: Suitable for use on all stovetops including induction (excluding microwaves) and safe for fridge storage, this durable teapot is designed for modern needs. It combines functionality with ease of care, as it can be safely cleaned in the dishwasher after use.





Biggbrands Global is an online distribution platform brought to life by Biggplus, one of the strongest E-Commerce groups in Turkey, with more than 20 years of experience.

www.biggbRANDsglobal.com

BRANDS



ISTANBUL OFFICE

Bozkurt Sk. Acarlar İş Merkezi
F Blok Kavacık, İstanbul, TÜRKİYE

P : +90 216 538 65 00

M : info@biggbRANDs.com



NEW YORK OFFICE

450 Lexington Ave. 4th Floor
New York, NY 10017, USA

P : +617 893 65 38

M : usa.info@biggbRANDs.com



MONHEIM OFFICE

Rheinpromenade 11, 40789
Monheim am Rhein, GERMANY

M : de.info@biggbRANDs.com



DUBAI OFFICE

Dubai Commerc City Umm Ramool,
Dubai, UAE

P : +971 4 269 37 80 (Uae)

M : mena.info@biggbRANDs.com



RIYADH OFFICE

Agility Logistic Park, Starlinks Flagship
Warehouse, Alsafa St, Al Masha'el,
Riyadh 14327, SAUDI ARABIA

M : sa.info@biggbRANDs.com

Thank you!

S E R E N K
STYLISH KITCHENWARE