

Background Information

Berlin, ITB in March, 2011

See, hear, smell, taste and feel Turkey: a multi-sensory ITB stand – Discover the world of Turkish wine

Guests at Turkey's stand can enjoy the exquisite tastes of Turkish wines during daily wine tastings at 1pm, 3pm and 5pm

Guests at Turkey's stand at the ITB tourism trade show in Berlin from March 9-13 can take daily discovery trips through the Turkish wine country. With their extraordinary taste, originality and origin, 34 different varieties of Turkish wine can be tasted every day. They come from seven vineyards and local experts are on hand to offer advice. The top Turkish wines have been sourced from very different regions of the country, where Turkish grape varieties are pressed by local winegrowers. Emir, Narince and Öküzgözü – these are the colourful names of the noble grape varieties grown in Turkey today, yet to be fully discovered by international wine consumers despite the Bosphorus country's thousand-year old wine-growing tradition.

Wines of Turkey – Discover the Roots

The *Wines of Turkey Association*, representing the Turkish wine industry since 2008, presents the accompanied wine tastings at the stand under the motto "Discover the Roots". Turkey as a wine-growing country has a conspicuous range of climatic differences between the cultivation areas, and a remarkably large number of its own red and white grape sorts – autochthonous grape varieties – which play a vital role in the Turkish wine economy. Taner Ögütoğlu, Chairperson of *Wines of Turkey* describes the wine range in his country: "Turkish wines have achieved a great leap in quality. We were awarded gold medals at international competitions such as Mundus Vini and Concours Mondial de Bruxelles. Visitors to the ITB can taste these prize-winning wines and many others." (Further information on www.winesofturkey.org). The cultivation areas of the seven vineyards represented at the ITB stretch from Thrace and the Marmara region over the Aegean Sea and Western Anatolia down to Southern Anatolia. The producers are Doluca

Winery, Kavaklidere Winery, Kayra Winery, Kocabag Winery, Pamukkale Winery, Sevilen Winery and Vinkara Winery.

The history of Turkish wine

According to Biblical tradition, Noah ran aground with his ark in the Ararat Mountains in Turkey. Legend goes on to relate that he learnt the occupation of winemaker there. Archaeological findings have shown that vines were already being cultivated in Anatolia around 4000 B.C. Modern Turkish wine growing began in 1925 and most of the vineyards were also founded during this period. These include the Doluca and Kavaklidere vineyards represented at the trade show. Today, Turkey produces a broad range of wine types, including international varieties such as Merlot, Chardonnay and Sauvignon Blanc.

The stand for the Ministry of Culture and Tourism of the Republic of Turkey is at the ITB in Berlin from March 9-13 and can be found in Hall 3.2, Stand 201.

Further information and photo materials for download at: www.itb-tuerkei.de.

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