



Discover the Roots, from Silvestris to Vinifera – Inaugural Wines of Turkey Conference & Tasting 2011

TASTE THE BEST OF TURKISH WINES WITH THE EXPERTS AT FIRST EVER WINES OF TURKEY TRADE & PRESS TASTING

Thursday 24th February 2011 at Vinopolis

LAST CHANCE TO RESERVE YOUR COMPLIMENTARY PLACE AT www.winesofturkey.org

LONDON (16th February, 2011) --- Turkish wines are set to take centre-stage in London again after their recent successes in 2010, having won 155 awards last year. Now don't miss your chance to see what everyone's talking about at the first ever such event of its kind in the world for Turkish wines at **Discover the Roots, from Silvestris to Vinifera – Inaugural Wines of Turkey Conference & Tasting 2011** organised by **Wines of Turkey** on **Thursday 24 February 2011 at Vinopolis in London.**

Director of Wines of Turkey, Taner Ogutoglu, says: "This event marks a milestone for Turkish wines at a time when the Turkish wine industry is producing fine wines from native grapes worthy of gracing the top tables of the world."

Commenting on Turkish wine, **Jancis Robinson OBE MW, jancisrobinson.com** said: "As an outsider, I was particularly intrigued by Turkey's admirable range of indigenous grape varieties. Some of the wines were really pretty good; it won't be long before Turkey produces something truly exceptional."

Conference & Lunch – 9.15am – 2pm – Highlights:

- This special day will kick-off with an **information-packed conference chaired by food and drink writer and consultant Kevin Gould**, during which **biomolecular archaeologist Dr Patrick E. McGovern** will talk about Turkey as the possible birthplace of wine while **Jancis Robinson OBE MW** will introduce Turkish wine, the Turkish wine industry and its place in the British market where it deserves to be better known.
- **Expert tastings led by grape geneticist Dr Jose Vouillamoz and viticulturalist Prof. Dr Gokhan Soylemezoglu** who will also discuss leading indigenous Turkish grape varieties and their origins,

genetic insights into grape varieties and an overview of viticulture in Turkey. Turkish native grapes explored will include Okuzgozu, Kalecik Karasi and Bogazkere for reds and Narince and Emir for whites.

First Ever Wines of Turkey Trade & Press Grand Tasting – 2-6pm

- **Participating wine-makers at the Trade & Press tasting in the afternoon will include Doluca, Kavaklidere, Kayra, Likya, Pamukkale, Selendi, Sevilen and Vinkara (more information in editors' notes below)**, representing the seven wine-making regions of Turkey: Marmara, Aegean, Mediterranean, Mid-Southern Anatolia, Mid-Northern Anatolia, Mid-Eastern Anatolia and South-East Anatolia).
- **Masterclasses** led by award-winning wine expert and writer **Tim Atkin MW (3.30pm)** of BBC 1's *Saturday Kitchen* and wine critic **Charles Metcalfe (5pm)**, a well-known face on many food and drink programmes on television.

Remarking on Turkish Wines, **Tim Atkin MW** says 'I'd like to see some of the smaller wine-producing countries making their mark in 2011, with some prominent listings. Turkey is the most exciting, largely because of its indigenous (if tricky to pronounce) local grapes, but there are some exciting things happening in the Lebanon, Israel, Brazil, Japan and China. Please could we see more of them?' Whilst according to **Charles Metcalfe**: 'Turkey has historic grapes that resonate through some of Western Europe's noblest wine regions. And yet we hardly know them. We should find out more about these precursors of fine European wines. It's like discovering ancestors.'

Discover the Roots, from Silvestris to Vinifera – Inaugural Wines of Turkey Conference & Tasting 2011 will also be hosting *Off Licence News* and *Harpers Wines & Spirit*, whose magazines will be available at the event. Dr Patrick E. McGovern will also sign copies of his books *Uncorking the Past: The Quest for Wine, Beer and Other Alcoholic Beverages* and *Wine: The Search for the origins of Viniculture*; and the Turkish Culture and Tourism Office will also have a stand for more information on the country's touristic offerings.

The Wines of Turkey conference and tasting offers complimentary places for all trade and press; please visit www.winesofturkey.org to register online by Monday 21st February or email winesofturkey@redmintcomms.co.uk or call +44 (0) 207745 7255.

Please note that the official website for Wines of Turkey and registration is www.winesofturkey.org in correction to the previous bulletin.

www.winesofturkey.org

EDITORS' NOTES

Images

WoT_Logo: Wines of Turkey Logo

Discover_the_Roots_from_Silvestris_to_Vinifera: Wines of Turkey Conference Visual

Participating Wineries

Doluca today presents over 40 different products to its consumer's delight. Paying as much meticulous attention to consumer relations as to production quality, especially after Ahmet Kutman's daughter Sibel Kutman and son Ali Kutman, joined the company as members of the third generation, DOLUCA has attained a broader contemporary outlook and embraced the mission of developing and enhancing the cultural awareness of wine in Turkey. www.doluca.com

Kavaklidere which was founded in 1929 has a product range of 49 wines and was the first private sector wine producer in Turkey, and has steadily developed to become Turkey's leading wine producer. The company owns 550 hectares of vineyards, located in Ankara-Akyurt, Cappadocia-Gulshir and Aegean-Kemaliye-Pendore in the most important wine-producing areas of Anatolia. Kavaklidere Wines has a storage capacity for 19.5 million litres and exports almost 20% of its production. www.kavaklidere.com

Kayra – The Elazig Winery in Eastern Anatolia was established in 1942, and the Sarkoy Winery in Thrace was established in 1996 with annual capacities of 4.7 and 4.5 million litres respectively. The wide variety of Kayra wines offer diversity under the brands Kayra Imperial, Kayra Vintage, Buzbag Rezerv, Terra, Leona and Buzbag. Today, Kayra's fine unique tastes from Anatolia are listed in many international fine dining restaurants and are receiving awards in international competitions. www.kayrawines.com

Likya is a chateau producer, producing wines only from its own vineyards which are located in the Elmali town of Antalya. Antalya is located in southern Turkey (Mediterranean). Likya vineyards are located at 1100 metres altitude. Likya refers to the Lycian civilization in Turkish. It is a Project of re-birth of an ancient city of wine. Vineyards are located in the ancient terroir of Arykanda and Oenoanda. Both are ancient Lycian cities. Arykanda has a winery in the city. www.likyawine.co.uk

Pamukkale - The Pamukkale Winery was founded in 1962 by the eldest one of the Tokat brothers, Fevzi Tokat, in the north of the province Denizli in the city of Guney. Production capacity is approximately 4 million litres per year and the Pamukkale Winery has achieved one of the most modern arrangements between Turkey and Europe. Since 1989, 20% of Pamukkale Winery's wine production has been for Germany and France, and also exported globally. www.pamukkalesarap.com

Selendi - Selendi Wines was established in 2000. The vineyard in Akhisar was planted in land that was previously a tobacco farm and is 80m above sea level. It consists of 1.5 acres of vineyard with Cabernet Sauvignon, Merlot and Shiraz as the grape varieties. About 6000-7000 bottles have been produced every year since 2004. The winery is located at the centre of the vineyard and has the highest quality equipment necessary for best quality wine. www.selendi.com.tr

Sevilen - In 1942, after having discovered vineyards and winemaking in France, Mr. Isa Guner, a first generation immigrant from Bulgaria, founded his own winery in Izmir, Turkey. Today, Sevilen produces grapes for premium wines on two sites: The Aegean Area, and Anatolian Plateau. After having totally restructured part of his vineyard, plus adding new plantations, the Sevilen Group now produces one million bottles/year of qualitative wines. www.sevilengroup.com

Vinkara was founded in Kalecik, Ankara in 2003 on 590 acres of land with a modern production facility and vineyard at an altitude of 650 meters. The vineyard had been planted on 412 acres neighbouring the Kizilirmak River in the Kalecik region which has a unique place in the Turkish wine industry with its special microclimate. 60% of the vineyard has been allocated to the Kalecik Karasi grape. Production Capacity is 1.5 million litres. www.vinkara.com

Facts and figures about Turkey and Turkish wine

- Turkey ranks sixth in the world for grape production with 3,850,000 tonnes produced annually and the sixth largest grape-growing area at 486,000 ha after Italy, China, USA, France and Spain.
- Turkey has more than 800 indigenous grape varieties.
- Wine Production of Turkey is around 75 mio lt per year; 3.64 mio litres of this quantity is sold in export and the rest in local market.
- Archaeological finds support the theory that wine was produced in Turkey at least 7,000 years ago (Source: Dr Patrick E. McGovern).

Award-winning Turkish Wines 2010

During 2010 Turkish wines won a total of 155 medals (including gold) in prominent competitions throughout the world, becoming the most successful year for Turkish wines so far. They also scored a coup at the 2010 London International Wine Fair, where they were promoted by Wines of Turkey, when they scooped numerous medals and awards in both the International Wine Challenge (IWC) 2010 and the Decanter World Wine Awards 2010. Thirty-nine Turkish wines were entered into the IWC 2010 with a 72% award rate.

Wines of Turkey

Wines of Turkey is an umbrella organisation based in Turkey which represents the Turkish wine sector

and is the result of a strategic partnership between Turkey's seven leading wineries, Doluca, Kavaklıdere, Kayra, Kocabağ, Pamukkale, Sevilen and Vinkara. Its aim is to develop the wine market and culture of Turkey and to increase exports by making Wines of Turkey a generic brand associated with quality wine. For more information on Turkish wines please visit www.winesofturkey.org.

For further information, please contact Redmint Communications:

Ceyda Sara Pekenc / Hulya Soylu

E: winesofturkey@redmintcomms.co.uk

T: +44 (0)20 7745 7255