



Turkish Wine Receives Critical Acclaim from World-Renowned Wine Critics

9th March 2010

London, UK –The Turkish Culture and Tourism Office UK, together with Turkish Wine Platform, **Wines of Turkey**, hosted a group of world-renowned British TV wine critics, broadcasters and “Masters of Wine” (MW) in Turkey for the first time between 28 February – 5 March 2010. Visiting Turkey were world-renowned wine expert and broadcaster **Oz Clarke**; **Charles Metcalfe**, broadcaster and founder and co-chairman of the globally prestigious International Wine Challenge; **Tim Atkin MW**, wine critic for The Times and owner of London-based wine school; **Caroline Gilby MW**, wine writer and critic specialising in Eastern Europe; wine educator and consultant **Susan Hulme MW**; wine critic and author **Stephen Brook**; and consultant and sommelier David Furer.

Although guests commenced the trip knowing little of Turkish wines, an average score of ‘good’ was awarded by the critics at the blind tasting of 49 Turkish wines held on the first day; whilst 9 Turkish wines received a score of ‘excellent’, both results surpassing critics expectations and placing Turkish wines firmly on the global stage. The trip continued with visits to vineyards and tastings held at wineries in Thrace near Istanbul and Cappadocia, with the tastings focussing on indigenous Turkish grape varieties. The wine critics were particularly delighted at the quality and variety of Turkey’s indigenous grapes including (from whites) Emir and Narince, (and from reds) Okuzgozu, Bogazkere and Kalecik Karasi. Tim Atkin MW noted Kalecik Karasi as his favourite grape for being a “soft, approachable, easy drinking grape, with international appeal”, whilst Charles Metcalfe chose Narince and Emir in whites and Okuzgozu in red for “having personality and individuality”. Overall the critics returned to the UK with far more positive impressions than expected and with the advice to concentrate on the native grapes in the export market for providing new flavours and styles.



Unknown to much of the world, Turkey has a long history of wine making – with archaeological evidence pointing to wine making having originated in the lands of Anatolia over 7000 years ago. Turkey also has the world's fourth largest grape-growing area (565,000 ha) after Spain, Italy and France and is fifth in terms of grape production.

With the aim of promoting Turkish culture and tourism to new audiences, this trip marks a milestone by showcasing its rich and unique food and drink culture, varied geography and rapidly developing wine industry; thus breaking stereotypes and promoting the multi-faceted riches of the country. Expressing delight at the first such trip to promote Turkish Wines in the UK, Irfan Onal, Director of the Turkish Culture and Tourism Office UK said: "We're honoured to have hosted such high-profile wine critics in Turkey together with Wines of Turkey as part of our focus on highlighting the country's rich and varied cultural offerings alongside our more general tourism promotions. Our aim is to continue increasing awareness of how much the country has to offer visitors in addition to beach holidays – from wine and cuisine to archaeology, art, film and music; all which reflect its huge cultural heritage of more than 10,000 years."

The wine companies showcased throughout the trip were Wines of Turkey members Büyülübağ, Doluca, Kavaklıdere, Kayra and Vinkara; as well as Bakus, Idol, Kocabağ, Likya, Pamukkale, Paşaeli, Prodom, Selendi, Sevilen, Turasan and Umurbey.

A selection of Turkish wines are available to purchase across the UK, including at world-renowned restaurants L'Etranger, The Fat Duck, Hakkasan and a host of Turkish and Mediterranean restaurants nationwide.

www.gototurkey.co.uk

www.winesofturkey.org

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Blind Wine Tasting – Editors Notes

Point System

Wine critics had a choic of 5 Categories: OUTSTANDING – EXCELLENT – GOOD – AVERAGE AND POOR.

Results

- 9 Turkish wines in the 'Excellent' category
- 37 in the 'Good' category
- 3 Turkish wines in the 'Average' category

Turkish Wines Awarded 'Excellent'

1. Kavaklıdere Pendore Boğazkere 2008
2. Kayra Terra Kalecik Karası Rose 2009
3. Kavaklıdere Pendore Öküzgözü 2008
4. Kayra Vintage Merlot 2008
5. Kayra Imperial Öküzgözü Blend 2006
6. Doluca DLC Grenache 2008
7. Doluca Kav Tuğra Kalecik Karası 2008
8. Kavaklıdere Pendore Syrah 2008
9. Kavaklıdere Egeo Rose 2009



***For further press information, please contact Redmint Communications:
Ceyda S Pekenc • T: +44 (0)20 7745 7255 • E: ceyda@redmintcomms.co.uk •***