



## **WINES OF TURKEY APPOINTS REDMINT COMMUNICATIONS IN UK**

*Press Information – 19<sup>th</sup> April 2010 – For Immediate Release*

**London, UK – Wines of Turkey (WOT)**, the umbrella organisation representing the Turkish wine sector, has appointed Turkey-specialist Redmint Communications as its UK PR representative. Wines of Turkey is the result of a strategic partnership between Turkey's six leading wineries, Buyulubag, Doluca, Kavaklidere, Kayra, Kocabag, Pamukkale and Vinkara whose aim is to promote Turkish wine through the creation of a generic brand associated with quality wine.

Redmint Communication's forthcoming activities for Wines of Turkey include the London International Wine Fair on 18-20 May, which will include tasting events with celebrity wine critics and broadcasters Oz Clarke and Charles Metcalfe and Masters of Wine Tim Atkin MW and Susan Hulme MW on the WOT stand (D30); and the inaugural Wines of Turkey grand tasting and conference event, exploring Turkey as the birthplace of wine, in London in November 2010.

Taner Ogutoglu, Director of Wines of Turkey expressed his delight at having appointed Redmint Communications to represent the body in the UK: "Following on from the success of our recent press trip that brought British wine experts to Turkey, organised in partnership with the Turkish Culture and Tourism Office UK, we are certain that the dynamic team at Redmint is the right organisation to represent us and develop many more exciting collaborations in the UK which will help spread the word about the quality of Turkish wines."

The recent press trip highlighted the growing quality of Turkish wines on the back of greater industry investments in recent years: in a blind-tasting of 49 Turkish wines on 1 March 2010 with wine critics Oz Clarke, Charles Metcalfe, Tim Atkin MW, Caroline Gilby MW, Susan Hulme MW, Stephen Brook and David Furer, 9 Turkish wines were scored "excellent" and 37 "good" – with an overall "good" score of 15.35 being awarded to the Turkish wines.

Commenting on the appointment, Ceyda S Pekenc, Co-director of Redmint Communications said "This is a very exciting brief for us and we are looking forward to kicking off the promotional campaign in the UK and introducing the UK to wines from Turkey, a region where wine-making has a long history of over 7000 years. Indeed, Turkey has been designated the birthplace of Turkish wine by Patrick McGovern, expert in ancient wine and a leader in the emerging field of biomolecular archaeology. Turkey also has the world's fourth largest grape-growing area and produces many excellent wines using indigenous grapes that deserve to be better and more widely known."

**For further press information, please contact Redmint Communications**

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