



REDMINT COMMUNICATIONS LAUNCHES A WORLD FIRST FOR WINES OF TURKEY

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

24 February 2011 at Vinopolis

First-ever such event on Turkish wines in the world wows London

LONDON (28 February 2011) --- Redmint Communications scored a **PR-coup** for their clients **Wines of Turkey** when Turkish wines were launched to the UK market to great acclaim and excitement on Thursday 24 February 2011 at Vinopolis when leading wine experts, Turkish winemakers, historians and DNA experts, including **Dr. Patrick E. McGovern, Jancis Robinson OBE MW, Tim Atkin MW, Charles Metcalfe** and **Kevin Gould**, met with the UK wine trade and press at *Discover the Roots, From Silvestris to Vinifera: Inaugural Wines of Turkey Conference and Tasting 2011* in the **first such event in the world for Turkish wines**, organised by **Redmint Communications on behalf of Wines of Turkey**. Experts discussed South-eastern Anatolia as the most likely primary domestication centre of the grapevine according to grape genetics, linguistics (the Hittite language) and biomolecular archaeology.

The event was attended by the **Turkish Ambassador, H.E. Ahmet Unal Cevikoz**, who opened the event with a welcome address; as well as the Director and Deputy Directors of the Turkish Culture and Tourism Office UK **Mr. Tolga Tuyluoglu** and **Dr. Aysegul Gurgezoglu**; and the Commercial Counsellor at the Turkish Embassy in London, **Mr. Yuksel Akca**. The Ministry of Culture and Tourism sponsored the event.

"We are delighted with the event's success and launching of Turkish wines, who won a spectacular 155 medals last year, onto the global stage, with a fantastic turnout of high-profile guests across the press and wine trade. **Turkey is part of a region where wine-making has a very long history and where it possibly originated in at least 7000BC. Turkish wines will also tell an important story for the future with great synergies with tourism yet to be developed. Indeed, nearly 3 million British visited Turkey last year**", said **Ceyda Sara Pekenc**, co-director of London-based Turkey specialist integrated marketing communications agency **Redmint Communications**.

The first keynote speech by **Dr Patrick E. McGovern**, author of *Uncorking the Past, The Quest for Wine, Beer and Other Alcoholic Beverages* discussed evidence for Turkey being the possible birthplace of wine

and “**The Taurus Mountains of eastern Turkey as being a real possibility of being the “world center” of the Eurasian grape where its greatest genetic diversity is found.**

Financial Times wine critic **Jancis Robinson OBE MW**’s session was hugely well received, and she made the point that more than any other wine-producing country Turkey has the right to "play the history card as **their wines have a story to tell**" while she also noted that "**Turkey's wine producers are fiercely ambitious about quality**, open to what's going on elsewhere and with a huge ambition to export".

Dr Jose Vouillamoz and **Prof. Dr Gokhan Soylemezoglu** jointly presented five of the most popular Turkish native grape varieties, **Okuzgozu** (Bullseye), **Kalecik Karasi** and **Bogazkere** for **reds** and **Narince** and **Emir** for whites; They also discussed what genetics have revealed about the origins of *Vitis vinifera*, viticulture in Turkey and native grape varieties, of which there are more than 800 indigenous varieties. **Dr Vouillamoz** memorably referred to Turkish wines as "balanced and fresh wines from a continent of climates" commenting on the diversity of the terrains available for grape cultivation.

A Grand Wine Tasting followed in the afternoon where varieties from winemakers **Doluca, Kavaklidere, Kayra, Likya, Pamukkale, Selendi, Sevilen** and **Vinkara** were sampled to great interest and acclaim. The day was attended by over 250 wine trade and press including celebrity wine critic and presenter on **BBC Saturday Kitchen** Olly Smith; wine critic for **The Independent** Anthony Rose; Editor at Large of **Meininger’s Wine Business International** Robert Joseph; **Cornucopia** magazine editor Sir John Scott; journalists from **The Sunday Times; National Geographic Traveller; Food and Travel Magazine; Drinks International, Harpers Wines and Spirits**; as well as wine buyers from **Constellation Europe; Berkmann Wine Cellars; Marks & Spencer’s; John Lewis; Hakkasan; Waitrose Wine Society; BBC Wine Club; Top Selection; Hawksmoor; Vinexus** and **Bedales** to name just a few. Representatives from **Diageo**, whom on Monday 21st February announced their acquisition Mey Icki Sanayi ve Ticaret AS, owners of Turkish Winery Kayra, for £1.3 billion (\$2.11 billion) from U.S. private-equity firm TPG Capital, were also in attendance.

The special wine-tasting masterclasses led by award-winning **Tim Atkin MW** and **Charles Metcalfe** were fully attended and gave the opportunity to get up close to 10 each of their favourite wines, tasted and chosen specially by them for the day.

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EDITORS' NOTES

Images

Wot_Discover_the_Roots_Speakers: From L to R Dr Patrick E. McGovern, Dr Jose Vouillamoz, Mr. Taner Ogutoglu, Jancis Robinson OBE MW, Prof Dr. Gokhan Soylemezoglu, Charles Metcalfe, Tim Atkin MW, Kevin Gould.

Redmint Communications

Founded in 2006, Redmint Communications is a leading UK-based boutique communications agency, blending the vision, passion and expertise of its founding directors, Ceyda Sara Pekenc and Hulya Soylu, with a wide network of specialist team and collaborators, to provide high-calibre and wide-ranging service capabilities across all aspects of client communications, from PR and events to marketing, online and traditional advertising and translation services.

At Redmint Communications, we also have a vast wealth of experience and in-depth knowledge of all things Turkish, and are quickly establishing ourselves as the UK's most dynamic and well-connected company focusing on the Turkish speaking world, representing a wide variety of high-profile clients from Pegasus Airlines to Wines of Turkey. For more information please visit www.redmintcomms.co.uk

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

'Discover the Roots – Inaugural Wines of Turkey Conference & Tasting 2011' was held on 24 February at Vinopolis in London. The conference was introduced by Taner Ogutoglu, Director of Wines of Turkey, and Kevin Gould as Chairman. Dr Patrick E. McGovern (Scientific Director, Biomolecular Archaeology Laboratory, University of Pennsylvania Museum, and Adj. Professor (Anthropology) then talked about Turkey as the possible birthplace of wine.

Jancis Robinson OBE MW (*The Financial Times*, jancisrobinson.com) went on to introduce Turkish wine, the Turkish wine industry and its place in the British market where it deserves to be better known. The panel session with wine tasting which followed was led by Dr Jose Vouillamoz (Grape Geneticist, University of Neuchâtel, Switzerland) and Prof. Dr Gokhan Soylemezoglu (Professor of Viticulture, Department of Horticulture, Ankara University), discussing leading indigenous Turkish grape varieties and their origins, recent genetic insights and an overview of viticulture in Turkey.

A Grand Wine Tasting took place in the afternoon session, where varieties from winemakers Doluca, Kavaklidere, Kayra, Likya, Pamukkale, Selendi, Sevilen and Vinkara were sampled. Invitation-only masterclasses followed led by award-winning Tim Atkin MW, Editor at Large for OLN, writer for *Decanter*, *Woman and Home*, *The World of Fine Wine* and *The Economist*. He appears regularly as a presenter on BBC One's *Saturday Kitchen* and is co-chairman of the London-based *International Wine Challenge*; and Broadcaster Charles Metcalfe, one of Britain's best-known wine critics, renowned for speaking as well as writing about wine and a well-known face on UK television, having spent 12 years as drinks presenter on *This Morning* with Richard and Judy.

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).

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.

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