

TW C TURKISH WINE CHALLENGE

Country Profile: LEBANON

Lebanon and Turkiye have had a long and peaceful relationship for many years. In 2022 alone, nearly half a million Lebanese visited Turkiye for a holiday. Turkiye received nearly 51.4 million tourist in 2022. Nationals of Arab countries were in the top of the league. Istanbul and Antalya are the two top destinations for Lebanese holiday goers. It is expected that the number of visitors from Lebanon will reach 1 million mark by the end of 2023.

The trade volume between Turkiye and Lebanon was \$1.02 billion in 2017. In 2017, imports from Lebanon were \$131.2 million, whereas exports to Lebanon were \$889.3 million.

There is a long history of Arab community in Turkiye. The existing population together including the expatriates is estimated to be more than 5 million.

Wines of Lebanon are underrepresented in Turkiye. There is only one Lebanese wine producer that was/is exporting to Turkiye. We strongly believe that it is the best time to export more Lebanese wines to Turkiye. This route will also enable the arak to be available in Turkiye. Arak known as Raki locally has a huge market share in alcoholic beverage industry. This is our invitation to Lebanese wine producers to participate in our Turkish Wine Challenge® in the 3rd edition that will take place in May 2023, London.

Our mission is to introduce wines originating from outside Turkiye to wine lovers in Turkiye but also to the UK and many other countries. We are a London, UK based wine import and event company. Our unique position creates the business opportunity that our esteemed producers require. To be able to show the wines to wine buyers in other markets, we have the following plans.

We will show all the wines to members of press and trade in London after the judging sessions are finished. The registration for the "TWC2023 Press and Trade Tasting" has already commenced and we have importers from many countries to confirm their attendance. The export managers of wine producers may participate in this specific tasting sessions on 16th and 17th May 2023. (Terms and Conditions apply) The TWC annual awards ceremony will take place in Istanbul in October 2023 where all medal winning wines will be on pour for local importers, sommeliers and wine buyers. (Terms and Conditions apply) The presence of wines of Lebanon in our awards ceremony will open all the business network for export.

We are overly excited to procure our next big project by presenting our participating wine producers at "our wine festival" to consumer and members of the wine trade in London in Summer 2023. This is a huge network opportunity for those wine producers registering their wines at our competition. Terms and Conditions of this separate event will be available in April 2023.

We are the world's first and only international wine competition that is designed and operated by wine experts and wine traders, with international wine competition rules.

We would welcome your support in sharing the attached brochure with your business partners in Turkiye and the UK including the diplomatic missions and with the wine associations in Lebanon. The registration for TWC2023 continues until the end of April 2023. Please visit your website www.turkishwinechallenge.org for details.

Sincerely,

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