

TWCC  TURKISH
WINE
CHALLENGE

**2022
Awards
Ceremony**

84 Medal Winning Wines Tasting Brochure



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INTRODUCTION

Turkiye's wine market has opportunities in both import and exports.

A dynamic market

Turkiye has a young population of 84 million people fuelling consumption. The median age is 32.4 years and 59% of the population is between the ages 15 to 54. The urbanisation rate has reached 76% with rapid urbanisation since 2000. Along with the young population, high urbanisation rate, increasing middle-class household income, and broadening base of female participation in the labour force, the culture of conspicuous spending drives consumption. While a decline in the wine market was seen during the pandemic, now is the time to capitalise on the recovery post pandemic.

Import

As the sixth largest global tourist destination, tourism revenue is very important to the Turkish economy, with 52 million tourists generating \$35 billion for the economy. With a continued rise of tourism and the recent declines in the Turkish Lira, it makes Turkiye a very appealing destination. By importing familiar international brands for the visiting consumers, it will increase the perception of Turkiye as an international country as well as improve the visiting consumers experience and leave a lasting impression of familiarity as well as novelty. There are already a number of international producers thriving in the Turkish wine market, for example, Markus Molitor of Germany, who won multiple medals at the Turkish Wine Challenge® (TWC), is widely available in Turkiye and has seen great success. French and Californian wines are go-to brands in Turkiye. South African wines offer a very attractive price to quality point in specific styles. The sparkling wine category is ripe for development. The use of medal stickers won in wine competitions such as TWC is an extremely important marketing tool for international wines in the domestic market. How else are consumers to navigate such a wide offering? TWC awards bring added value in as an established guide for consumers choosing quality wines.

The current high inflation in the Turkish economy makes importing wines into Turkiye more appealing for international producers as achievable wine prices in retail and hospitality have increased significantly. For example, a good quality Turkish wine will cost 300 Lira (€15) which sets a very attractive competitive price point for international wines also. The Turkish market is thirsty for more international wines in all categories as an emerging middle class with international travel looks to expand its wine palate in breadth and sophistication.

Furthermore, TWC has increased visibility within the domestic market of international wines. Eleven wine-growing countries of the world were tasted blind at the 2nd Turkish Wine Challenge®. The TWC has achieved immediate popularity internationally with countries such as South Africa, Malta, Georgia, Romania and Italy entering for the first time. A total of 84 Medals were awarded; 1 Grand Gold, 30 Gold and 53 Silver medals. Italy, Georgia, Germany and Turkiye were the countries with most Gold medals in both reds and whites whilst Spain was awarded Gold in both sparkling and fortified wine categories. TWC is THE only wine competition held to international standards of excellence focused on wines of Turkiye and surrounding countries competing against international quality wines. This makes it a unique and unmissable opportunity to achieve strong visibility in a growing market. It is the ideal time for importers to introduce more international brands to the market.

Export

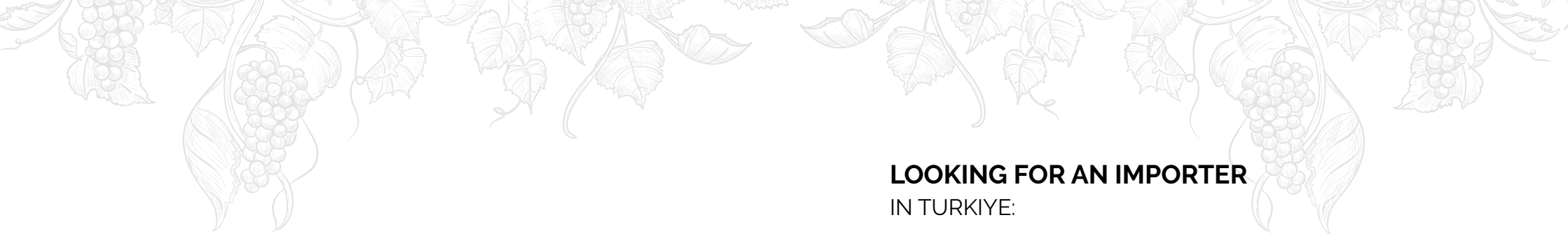
In the last decade there has been substantial growth in awareness of Turkish wines, especially in the U.S., U.K., Europe, Australia, and Southeast Asia in addition to the continued visibility in surrounding country markets. Sadly, as we know, this interest has not yet translated into growing exports, with exports only increased marginally in the last ten years. A low 10% of Turkish wines are exported. Turkish wine is exported principally to Germany, Belgium, and the United Kingdom. The UK has seen substantial growth driven by new Turkish restaurateurs and Brexit. There is much to be done to translate awareness into sales and TWC sees its mission to help drive this development.

The role of the TWC medals and their impact on consumers is now more important than ever. A recent survey states that states that producers winning a medal can increase the price of that wine by 13%. Another study highlights that 85% of consumers regard medals as a guarantee of quality. The presence on your wine bottle in the supermarket or wine shop, or using the digital form on ecommerce sites, of a TWC medal becomes a decisive element for the consumer to choose your quality wine at a strong price. In markets where consumers are new to Turkish wine, the presence of a TWC wine medal sticker on the bottle is hugely important as a guarantee of quality and a guide to purchase.

Turkiye has the world's fifth largest vineyard area. Turkiye is in a strong position to meet wine demand from Europe, as well as emerging markets from Brazil to China, Georgia to India, and mature markets in North America. The exciting emergence of tens of boutique producers in Turkiye over the past decade with production orientated towards quality and native grapes has created a range of wines of interest to young sophisticated wine consumers in the USA who are looking for something unique to share on social media. Bigger Turkish producers have added to their production of international grape varieties and blends with native grapes a range of wines made uniquely from indigenous grape varieties. Turkiye has the potential for great success as an exporter due the devaluation of the Lira as South Africa achieved in the UK after the devaluation of the Rand with South African wines attractive value to quality ratio. In 2021, after Brexit making European wine imports less attractive and the fall in the Rand, South African wine imports to the UK grew 20% by value and achieved an impressive 25% of the export market!

Furthermore, with a rise in the number of Turkish restaurants in the UK as well as throughout Europe, the exposure of Turkish wines through hospitality and retail outlets has grown exponentially. The trend is moving from inexpensive mass-produced wines to medium to high quality wines in restaurants. In addition, significant populations of Turkish are present and increasing across Europe. Germany alone has a population of more than three million claiming Turkish origin.

Turkish wine trends are in demand globally with wine aficionados seeking Ancient Wines of the World. With over 7,000 years of history, there is a unique story to tell of ancient winemaking techniques and indigenous varieties. Turkiye has between 600 and 1,200 indigenous grape varieties, not to mention a recent increase of boutique producers and a rise of female winemakers making high quality wines from indigenous grapes. Larger producers such as Doluca, Diren and Kavaklidere have followed suit and developed a range of wines solely from indigenous grape varieties in their portfolios as well as the established international varieties.



LOOKING FOR AN IMPORTER IN TURKIYE:

In addition, a significant rise in investment by the large producers in modern technology to improve wine production techniques and winemaking quality further promotes Turkiye as a quality wine producing country. Although there is no official appellation system, the areas are divided into large regions which allows winemakers and producers flexibility and experimentation on winemaking techniques and styles. TWC brings added value in order educate foreign importers on the labelling as well as regional appellation systems.

One of the biggest challenges is the policies restricting advertisement and marketing of wine, beer and spirits. Therefore, winemakers face difficulties to reach and promote to new markets. A collective way for producers to promote their wines internationally are through the TWC stickers. It provides a means of education as well as emphasises the importance to the international consumer of the TWC high awarded quality wines.

With such a vast selection of Turkish wines, it's difficult for the average consumer to know which wines to choose due to the lack of labelling laws and absence of an appellation system. The importance of the TWC medal stickers is that they provide a means for the international consumer to navigate the novel

Turkish wine appellations and grape varieties, as well as a mechanism to educate the consumer on new and exciting wines/producers. The medals are a stamp of high quality - TWC 2022 international jury was comprised of experienced international judges and are recognized as leading professionals in the wine trade globally. Judges from the United States, Canada, United Kingdom, Georgia, Australia, Germany and Bulgaria participated and contributed to the success of the competition.

Serhat Narsap
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1

Sparkling
Gramona & **Ill Lustrós**

County: **SPAIN**

Vintage: **2013**

Colour: **WHITE**

Notes:

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2

Still
Diren & **Selection White**

County: **TURKEY**

Vintage: **2020**

Colour: **WHITE**

Notes:

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Still
Franz Haas & **Manna**

County: **ITALY**

Vintage: **2020**

Colour: **WHITE**

3

Notes:

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Still
Kabis Toni & **Khikhvi**

County: **GEORGIA**

Vintage: **2020**

Colour: **WHITE**

4

Notes:

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5

Still
Kapistoni & **Chinebuli**

County: **GEORGIA**

Vintage: **2019**

Colour: **WHITE**

Notes:

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6

Still
Markus Molitor & **Schiefersteil**

County: **GERMANY**

Vintage: **2019**

Colour: **WHITE**

Notes:

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Still
Mor Salkim & **Volante**
Bornova Misketi

County: **TURKEY**

Vintage: **2021**

Colour: **WHITE**

7

Notes:

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Still
Paradze & **Krakhuna**

County: **GEORGIA**

Vintage: **2020**

Colour: **WHITE**

8

Notes:

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9

Still
Sanavardo & **Napareuli**

County: **GEORGIA**

Vintage: **2021**

Colour: **WHITE**

Notes:

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10

Still
Vinolus & **Emir & Roussanne**

County: **TURKEY**

Vintage: **2020**

Colour: **WHITE**

Notes:

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Still
Von Buhl & **Deidesheimer**

County: **GERMANY**

Vintage: **2019**

Colour: **WHITE**

11

Notes:

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Still
Von Buhl & **Kisselberg**

County: **GERMANY**

Vintage: **2019**

Colour: **WHITE**

12

Notes:

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13

Still
Von Buhl & **Ungeheuer**

County: **GERMANY**

Vintage: **2019**

Colour: **WHITE**

Notes:

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14

Still
Chateau Ksara &
Blanc de Blancs

County: **LEBANON**

Vintage: **2021**

Colour: **WHITE**

Notes:

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Still
Çamlıbağ &
Ayapetro Erken Hasat Vasilaki

15

County: **TURKEY**

Vintage: **2021**

Colour: **WHITE**

Notes:

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Still
Chateau Copsa &
AXL Misket

16

County: **BULGARIA**

Vintage: **2020**

Colour: **WHITE**

Notes:

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17

Still
Chateau Copsa &
**Sauvignon Blanc
Single Vineyard**

County: **BULGARIA**

Vintage: **2021**

Colour: **WHITE**

Notes:

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18

Still
Chateau St Thomas &
Obeidy

County: **LEBANON**

Vintage: **2021**

Colour: **WHITE**

Notes:

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Still
Doluca &
Signium Viognier -Narince

County: **TURKEY**

Vintage: **2020**

Colour: **WHITE**

19

Notes:

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Still
Domeniile Recas &
Oppidum Rekas

County: **ROMANIA**

Vintage: **2021**

Colour: **WHITE**

20

Notes:

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21

Still
Du Toitskloof &
**Du Toitskloof Chenin
Blanc**

County: **SOUTH AFRICA**

Vintage: **2021**

Colour: **WHITE**

Notes:

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22

Still
Du Toitskloof &
Old Vine Sauvignon Blanc

County: **SOUTH AFRICA**

Vintage: **2021**

Colour: **WHITE**

Notes:

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Still
Kabis Toni & **Chinuri**

23

County: **GEORGIA**

Vintage: **2020**

Colour: **WHITE**

Notes:

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Still
Kardanakhi Estate
& **Rkatsiteli Oak**

24

County: **GEORGIA**

Vintage: **2020**

Colour: **WHITE**

Notes:

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25

Still
Kup &
Fiona Premium White

County: **TURKEY**

Vintage: **2020**

Colour: **WHITE**

Notes:

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26

Still
Mor Salkim &
**Volante Chardonnay
Sauvignon Blanc**

County: **TURKEY**

Vintage: **2020**

Colour: **WHITE**

Notes:

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Still
Paşaeli & Paşaeli Çalkarası
Blanc De Noirs

County: **TURKEY**

Vintage: **2021**

Colour: **WHITE**

27

Notes:

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Still
Salvo Neri & Neri Etna
Bianco

County: **ITALY**

Vintage: **2020**

Colour: **WHITE**

28

Notes:

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29

Still
Solomone &
Tsitska - Tsolikouri Kvevri

County: **GEORGIA**

Vintage: **2021**

Colour: **WHITE**

Notes:

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30

Still
Usca & **Sonnet 99**

County: **TURKEY**

Vintage: **2021**

Colour: **WHITE**

Notes:

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Still
Vinkara & **Reserve Narince**

31

County: **TURKEY**

Vintage: **2019**

Colour: **WHITE**

Notes:

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Still
Von Buhl &
Forster Riesling

32

County: **GERMANY**

Vintage: **2020**

Colour: **WHITE**

Notes:

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33

Still
Von Buhl & **Muskateller**

County: **GERMANY**

Vintage: **2021**

Colour: **WHITE**

Notes:

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34

Still
Von Buhl & **Paradiesgarten**

County: **GERMANY**

Vintage: **2019**

Colour: **WHITE**

Notes:

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Still
Doluca & **DLC Playa**

35

County: **TURKEY**

Vintage: **2021**

Colour: **ROSE**

Notes:

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Still
Vinkara & **Minoj Pembe**

36

County: **TURKEY**

Vintage: **2021**

Colour: **ROSE**

Notes:

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37

Still
Chateau St Thomas &
Noor Al Ain

County: **LEBANON**

Vintage: **2021**

Colour: **ROSE**

Notes:

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38

Still
Mor Salkim &
Vivace Merlot Rosé

County: **TURKEY**

Vintage: **2021**

Colour: **ROSE**

Notes:

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Still
Mor Salkim &
Vivace Syrah Blush

39

County: **TURKEY**

Vintage: **2021**

Colour: **ROSE**

Notes:

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Still
Paredze & **Tavkveri Rose**

40

County: **GEORGIA**

Vintage: **2021**

Colour: **ROSE**

Notes:

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41

Still
Çamlıbağ &
Ayapetro Merlot

County: **TURKEY**

Vintage: **2013**

Colour: **RED**

Notes:

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42

Still
Datca Vineyard &
Cnidus Merlot

County: **TURKEY**

Vintage: **2020**

Colour: **RED**

Notes:

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Still
Datca Vineyard &
Cnidus Syrah

County: **TURKEY**

Vintage: **2020**

Colour: **RED**

43

Notes:

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Still
Diren & **Selection Red**

County: **TURKEY**

Vintage: **2020**

Colour: **RED**

44

Notes:

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45

Still
Doluca &
**Alçitepe Cabernet
Sauvignon - Shiraz**

County: **TURKEY**

Vintage: **2018**

Colour: **RED**

Notes:

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46

Still
Khareba & **Mukuzani**

County: **GEORGIA**

Vintage: **2019**

Colour: **RED**

Notes:

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Still
Khareba &
Saperavi Classic

County: **GEORGIA**

Vintage: **2019**

Colour: **RED**

47

Notes:

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Still
Kup & **Epic Cabernet
Sauvignon & Merlot & Shiraz**

County: **TURKEY**

Vintage: **2018**

Colour: **RED**

48

Notes:

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49

Still
Mor Salkim &
**Grand Raserv Merlot
Cabernet Sauvignon**

County: **TURKEY**

Vintage: **2020**

Colour: **RED**

Notes:

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50

Still
Mor Salkim &
Adagio Syrah

County: **TURKEY**

Vintage: **2020**

Colour: **RED**

Notes:

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Still
Saranta & **Chateau Murou
Cabernet Sauvignon**

51

County: **TURKEY**

Vintage: **2017**

Colour: **RED**

Notes:

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Still
Saranta & **Chateau Murou
Öküzgözü**

52

County: **TURKEY**

Vintage: **2016**

Colour: **RED**

Notes:

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53

Still
Tomurcukbağ &
Trajan

County: **TURKEY**

Vintage: **2019**

Colour: **RED**

Notes:

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54

Still
Usca &
Sonnet 23

County: **TURKEY**

Vintage: **2019**

Colour: **RED**

Notes:

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Still
Vinkara &
Reserve Merlot

55

County: **TURKEY**

Vintage: **2018**

Colour: **RED**

Notes:

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56

Still
Chateau Copsa & Zeyla
Cabernet Sauvignon

County: **BULGARIA**

Vintage: **2019**

Colour: **RED**

Notes:

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57

Still
Diren &
Les Muses

County: **TURKEY**

Vintage: **2020**

Colour: **RED**

Notes:

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58

Still
Doluca & **Tuğra Öküzgözü**

County: **TURKEY**

Vintage: **2018**

Colour: **RED**

Notes:

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Still
Doluca &
Sarafin Shiraz

59

County: **TURKEY**

Vintage: **2019**

Colour: **RED**

Notes:

Still
Doluca &
Karma Merlot - Boğazkere

60

County: **TURKEY**

Vintage: **2019**

Colour: **RED**

Notes:

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61

Still
Domingos Alves De Sousa
& **Quinta Da Oliveirinha
Grande Reserva**

County: **PORTUGAL**

Vintage: **2018**

Colour: **RED**

Notes:

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62

Still
Du Toitskloof &
Quest One

County: **SOUTH AFRICA**

Vintage: **2020**

Colour: **RED**

Notes:

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Still
Du Toitskloof &
Du Toitskloof Dimension

63

County: **SOUTH AFRICA**

Vintage: **2018**

Colour: **RED**

Notes:

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Still
Franz Haas &
Pinot Nero

64

County: **ITALY**

Vintage: **2019**

Colour: **RED**

Notes:

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65

Still
Isole e Olena &
Chianti Classico

County: **ITALY**

Vintage: **2018**

Colour: **RED**

Notes:

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66

Still
Kapistoni &
Shavkapito

County: **GEORGIA**

Vintage: **2020**

Colour: **RED**

Notes:

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Still
Kardanakhi Estate &
Saperavi Qvervi

County: **GEORGIA**

Vintage: **2020**

Colour: **RED**

67

Notes:

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Still
Kastro Tireli &
Junus

County: **TURKEY**

Vintage: **2016**

Colour: **RED**

68

Notes:

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69

Still
Kastro Tireli &
Kalecik Karası Syrah

County: **TURKEY**

Vintage: **2020**

Colour: **RED**

Notes:

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70

Still
Khareba &
Kindzmarauli

County: **GEORGIA**

Vintage: **2021**

Colour: **RED**

Notes:

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Still
Kup &
Fiona Premium Red

71

County: **TURKEY**

Vintage: **2021**

Colour: **RED**

Notes:

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Still
Lionel Faury &
Hedonism

72

County: **FRANCE**

Vintage: **2018**

Colour: **RED**

Notes:

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73

Still
Markus Divinus
& **Grezz**

County: **MALTA**

Vintage: **2018**

Colour: **RED**

Notes:

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74

Still
Selendi &
Akhisar Blend

County: **TURKEY**

Vintage: **2020**

Colour: **RED**

Notes:

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Still
Solomone & **Dzelshavi**

75

County: **GEORGIA**

Vintage: **2020**

Colour: **RED**

Notes:

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76

Still
Tomurcukbağ &
Trajan

County: **TURKEY**

Vintage: **2020**

Colour: **RED**

Notes:

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77

Still
Usca &
Sonnet 76

County: **TURKEY**

Vintage: **2019**

Colour: **RED**

Notes:

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78

Still
Vinkara &
Reserve Kalecik Karasi

County: **TURKEY**

Vintage: **2018**

Colour: **RED**

Notes:

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Fortified
Perez Barquero & **Gran
Barquero Amontillado**

County: **SPAIN**

Vintage: **NV**

Colour: **WHITE**

79

Notes:

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Fortified
Perez Barquero & **Gran
Barquero Pedro Ximenez**

County: **SPAIN**

Vintage: **NV**
Colour: **WHITE**

80

Notes:

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MISSING





81

Fortified
Domingos Alves De Sousa
& **Quinta da Gaivosa Porto
LBV**

County: **PORTUGAL**

Vintage: **2017**

Colour: **RED**

Notes:

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82

Sweet
Diren & **Vadi**

County: **TURKEY**

Vintage: **2021**

Colour: **WHITE**

Notes:

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Sweet
Mor Salkim &
We Wines Rosé

83

County: **TURKEY**

Vintage: **2021**

Colour: **ROSE**

Notes:

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84

Sweet
Mor Salkim &
Passito Syrah

County: **TURKEY**

Vintage: **2021**

Colour: **RED**

Notes:

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REGISTRATION FOR TWC2023 IS OPEN NOW!

Why TWC2023 is your indispensable choice:

- Strong visibility in Turkish and surrounding markets

The reputation of the contest extends beyond Türkiye to Georgia, Greece, UAE, Azerbaijan, Armenia and Bulgaria. Now in its third edition, TWC has firmly established its presence in the region and beyond. TWC has achieved immediate popularity internationally with countries such as South Africa, Malta, Romania and Italy entering for the first time in 2022. In 2022 while about half the wines entered were from Türkiye, Italy, Georgia, and Germany were the other countries with most Gold medals awarded at TWC in both reds and whites whilst Spain was awarded Gold in the sparkling as well as fortified categories. We are proud to see our regions wines compete so well in a global field!

- The TWC 2023 international jury

Experienced international judges make up to our jury and are recognized as leading professionals in the wine trade globally. Judges from the United States, Canada, United Kingdom, Georgia, Australia, Germany and Bulgaria will be our international jury this year!

- The importance of the TWC medals and their impact on consumers

A recent survey states that producers winning a medal can increase the price of that wine by 13%. Another study highlights that 85% of consumers regard medals as a guarantee of quality. The presence on your wine bottle in the supermarket or wine shop, and in digital form on e-commerce sites, of a TWC medal becomes an important indicator for the consumer to choose your quality wine at a strong price. In markets where consumers are new to wine, the presence of a wine medal sticker on the bottle is hugely important as a guarantee of quality and a guide to purchase.

- Unique access to an emerging wine consumer

The Turkish market is thirsty for more international wines in all categories as an emerging middle class with international travel looks to expand its wine palate in breadth and sophistication. The sparkling wine category in particular is ripe for development. Non-alcoholic or low-alcohol wine has a special role to play in Türkiye.

- Getting in touch with agents and distributors in Turkey

TWC founder Serhat Narsap has compiled a unique list of contacts in the Turkish wine industry. Each year TWC will host an award ceremony with tasting of all the medal winners inviting the wine producers, members of the wine trade and influential consumers to network. You will be able to be put in contact with your next importer!

The 2023 edition will be held from May 17th to 20th, 2023 in London, UK. Based on feedback from our stakeholders we have decided to hold the competition in London, UK as a location with access to the top Judges and easily accessible for wine entrants.

Registration period

From November 14th, 2022 to April 28th, 2023

Registration pricing and discounts

From November 14th, 2022 to February 28th, 2023 Early Bird discounted rate of €199 per entry, a 28% discount!

From March 1st to April 28th, 2023 €275 per entry

For each five wines entered by a producer, the sixth is FREE!

Combined with Early Bird equates to a total 40% discount!

Deadline for sending all samples

May 5th, 2023

Competition dates (Tasting in London)

May 17-20th, 2023

Publishing of the Awards 2023

May 26th, 2023 (Top Award by Category)

June 9th, 2023 (2023 Awards in full)

TWC is THE only wine competition held to international standards of excellence focused on wines of Türkiye and surrounding countries competing against international quality wines.

This makes it a unique and unmissable opportunity to achieve strong visibility in a growing market!

We would be honoured to have you among our participating producers for the 2023 edition!

Serhat Narsap

Founder – TWC

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Don't delay! Register now for Early Bird Rates!

Visit our website www.turkishwinechallenge.org for more information

TWC  TURKISH
WINE
CHALLENGE