



WINES OF TÜRKİYE

WINES OF TÜRKİYE MAKES A STRONG DEBUT AT WINE PARIS 2026

Istanbul, 27 February 2026

Wines of Türkiye made a powerful first appearance at Wine Paris 2026, attracting strong interest from international industry professionals, buyers, sommeliers and media representatives.

Organised as a National Pavilion in collaboration with the Istanbul Exporters' Associations, the presence of 12 Turkish producers, a fully booked international masterclass focused on the DNA of indigenous grape varieties, and three days of high-level business meetings reinforced Türkiye's positioning on the global wine stage. The participation highlighted the country's deep-rooted viticultural heritage — originating from the lands where the vine was first domesticated — alongside its competitive advantage driven by indigenous grape varieties, increasing quality standards and significant production potential.

The participating wineries included: **Arcadia, Büyülübağ, Chamlija, Diren, Doluca, Kavaklıdere, Kuzubağ, Paşaeli, Suvla, Urla, Vinkara and 502 Vineyards.**

More than 260 wines were showcased over three days, presenting the depth and diversity of Türkiye's viticultural landscape — the fifth-largest vineyard area in the world. From Kırklareli to Çanakkale, Ankara to Tokat, Elazığ to İzmir, Diyarbakır to Denizli, and Tekirdağ to Amasya, the terroir diversity on display reflected the meeting point of Thrace and Anatolia's 7,000-year-old winemaking heritage with a contemporary production vision.

Indigenous varieties including **Narince, Kalecik Karası, Öküzgözü, Boğazkere, Papaskarası, Emir and Çal Karası**, alongside internationally recognised grapes shaped by Türkiye's distinctive terroirs, received strong interest from buyers, importers and media from across the globe.

The positioning "Ancient Land, Timeless Flavors" resonated not merely as a historical reference, but as a commercially relevant and clearly differentiated identity throughout the fair.

Wine Paris 2026: A Global Epicentre for the Wine Industry

Wine Paris 2026 brought together **63,541 trade visitors from 169 countries (51% international)** and **6,537 exhibitors from 63 countries**, reinforcing its role as a central platform for the global wine and spirits sector. Visitor attendance increased by 20% compared to the previous year, with 25,958 pre-scheduled business meetings conducted via the official matchmaking platform and a 20% rise in top-level buyer participation.

Wine Paris has evolved beyond a traditional trade fair into a strategic international platform where economic, political and industry dialogue converges. Within this context, Wines of Türkiye's debut marked an important milestone in strengthening the country's international visibility.

The Standout Masterclass: Wine DNA – The Genetic Heritage of Anatolia and Thrace

In collaboration with *La Revue du Vin de France*, one of the world's most prestigious wine publications, the masterclass titled "**Wine DNA: Diversity, History and Renaissance of Wines of Türkiye**" filled its 64-seat auditorium to capacity, ultimately reaching more than 80 attendees including standing participants.

The session was led by **Dr. José Vouillamoz**, Swiss grape geneticist and co-author of *Wine Grapes*; **Caroline Furstoss**, leading French sommelier and member of the La Revue du Vin de France Tasting Committee; and **Göknur Gündoğan**, Founder of Pantagruel Consultancy & Design, author and wine communication specialist.



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Scientific data highlighted Anatolia and Thrace as central regions in global viticultural history. Ten wines from different producers were presented, exploring their regional origins, grape characteristics and genetic backgrounds.

The masterclass explored key indigenous Turkish grape varieties including **Emir, Kalecik Karası, Kolorko, Narince, Çal Karası, Papaskarası, Adakarası, Karaoğlan, Öküzgözü and Boğazkere**.

Among the genetic findings presented were the confirmation that **Çal Karası shares the same DNA profile as Liatiko from Crete**, the genetic relationship between **Narince and Kalecik Karası**, and the links between **Papaskarası and Balkan grape varieties** — all of which were shared with the audience.

One of the most remarkable moments of the session was the first public announcement of Dr. José Vouillamoz's latest DNA research on the Kolorko grape. The study revealed that Kolorko is genetically identical to Hungary's renowned **Furmint** variety, highlighting historic viticultural connections between Türkiye and Central Europe **dating back centuries**.

The discovery was subsequently published on JancisRobinson.com immediately following the masterclass, generating significant international media attention.

In addition, dedicated mailings to La Revue du Vin de France's 50,000 subscribers, editorial coverage in the magazine, and joint social media collaborations with @winesofturkiyeglobal further strengthened Wines of Türkiye's brand visibility and industry impact across Europe.

Next Stop: ProWein 2026

Wines of Türkiye will continue its international promotion strategy at **ProWein 2026 (15–17 March, Düsseldorf, Germany)**.

At **Hall 3 – Stand C12**, Büyülübağ, Diren, Doluca, Kavaklıdere, Paşaeli, Suvla, Vinkara and 502 Vineyards will be showcasing their portfolios. In addition, a curated, digitalised free-tasting area will showcase Türkiye's indigenous grape heritage and unique terroir diversity to global trade professionals and buyers.

Seray Kocaemre, Vino-Marketing and Enotourism Professional and International Business Development Coordinator of Wines of Türkiye, stated:

"We are executing our international strategy through a strong and long-term framework. Participating in two major European trade fairs within the same year has significantly strengthened our global visibility. In today's highly competitive environment, telling our story and placing our wines directly in front of decision-makers is more important than ever. Türkiye's indigenous grape heritage and terroir diversity position us as a compelling and distinctive origin for buyers seeking diversity, quality and authenticity."

As part of its three-year international roadmap, Wines of Türkiye aims to further consolidate its positioning in key export markets through strategic partnerships and targeted promotional initiatives.

About Wines of Türkiye

Wines of Türkiye is the umbrella organisation representing Turkish wine producers on the international stage. The organisation promotes Türkiye's indigenous grape varieties, viticultural heritage and modern production vision across global markets. Guided by its positioning "Ancient Land, Timeless Flavors," Wines of Türkiye brings the country's 7,000-year-old winemaking culture to the international stage.



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Press Materials

High-resolution images and video materials from Wine Paris 2026 are available here:

1. Wines of Türkiye Logo:

<https://drive.google.com/drive/folders/1Whmny4XQNmFceYffUsswd-ec4wQxwXqJ?usp=sharing>

2. Wine Paris 2026 Photo and Video:

- Photo: https://drive.google.com/drive/folders/1E5xcW7Ka38jUPueC4Y2eGbCNyAAxYCe8?usp=drive_link

- Video: https://drive.google.com/drive/folders/19GBgxQZmQ7QzImRMz-2_U9IBsNNGg2fX?usp=sharing

3. Social Media:

- Instagram: <https://www.instagram.com/winesofturkiyeglobal/>
- Facebook: <https://www.facebook.com/winesofturkiye>
- LinkedIn: <https://www.linkedin.com/in/wines-of-turkiye-2b913b2b3/?locale=tr>

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