

# DELICIOUSLY

T ü r k i y e

# About TGA

## Türkiye Tourism Promotion and Development Agency (TGA)

- ✓ Founded on July 15, 2019
- ✓ Subject to the provisions of private law

### Our Mission

- To promote the Türkiye brand in national and international tourism markets,
- To identify, develop and promote tangible and intangible natural, cultural and living heritages,
- To increase Türkiye's tourism capacity,
- To increase the proportion of tourism investments in the country's economy and to improve the quality of service through short-, medium- and long-term communication and marketing activities.

# Deliciously Türkiye

Healthy, traditional zero-waste and sustainable  
Turkish Cuisine

- Fertile landscape
- Home to countless civilizations that enriched the culinary culture
- Each region of Türkiye offers a different gastronomy experience and Geographical Indications



- 4 seasons and seasonal produce
- A variety of endemic herbs and spices
- Home-cooking culture

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## Brand Claims:

**Turkish cuisine is the richest cuisine in the world.**

Rich cultural heritage, variety of recipes representing local cultures

*(Deliciously Traditional)*

Sustainable, waste-free, fresh, healthy

*(Deliciously Healthy & Sustainable)*

Offers variety, best local and international experiences

*(Gastrocity)*



T.C. KÜLTÜR VE TURİZM  
BAKANLIĞI



TÜRKİYE TURİZM  
TANITIM VE GELİŞTİRME  
AJANSI

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- UNESCO Creative Cities Network- Gastronomy cities
- UNESCO Intangible Heritage
  - Turkish Coffee Culture
  - Turkish Tea Culture
    - Unifying and fulfilling Turkish Breakfast

# The Sustainability of Gastronomic Heritage

- **Anatolian heritage:** An Archive of Flavours
- Home of civilizations, home of **wheat, grape, olive...**
- **Turkish Cuisine:** Traditional, healthy, zero-waste in its roots

## UNESCO Creative Cities Network, Gastronomy Cities

- Gaziantep
- Hatay
- Afyonkarahisar

## UNESCO Intangible Heritage List

- Turkish coffee culture and tradition
- Turkish tea tradition
- Tradition of olive cultivation
- Ceremonial Keşkek tradition
- Flatbread making and sharing culture: Yufka



# UNESCO CREATIVE CITIES NETWORK:

## Gastronomy Cities in Türkiye

Gaziantep, Hatay and Afyonkarahisar cities are part of Unesco Creative Cities network for their rich culinary culture supported by the abundance of local produce.

- Afyonkarahisar: Sucuk and Clotted Cream
- Gaziantep: Baklava&Kebap
- Hatay: Tepsi Kebabı



# BREWED TO PERFECTION:TURKISH TEA

## A SYMBOL OF IDENTITY, HOSPITALITY AND SOCIAL INTERACTION\*

\*Turkish tea culture is included in the UNESCO Intangible Cultural Heritage list.

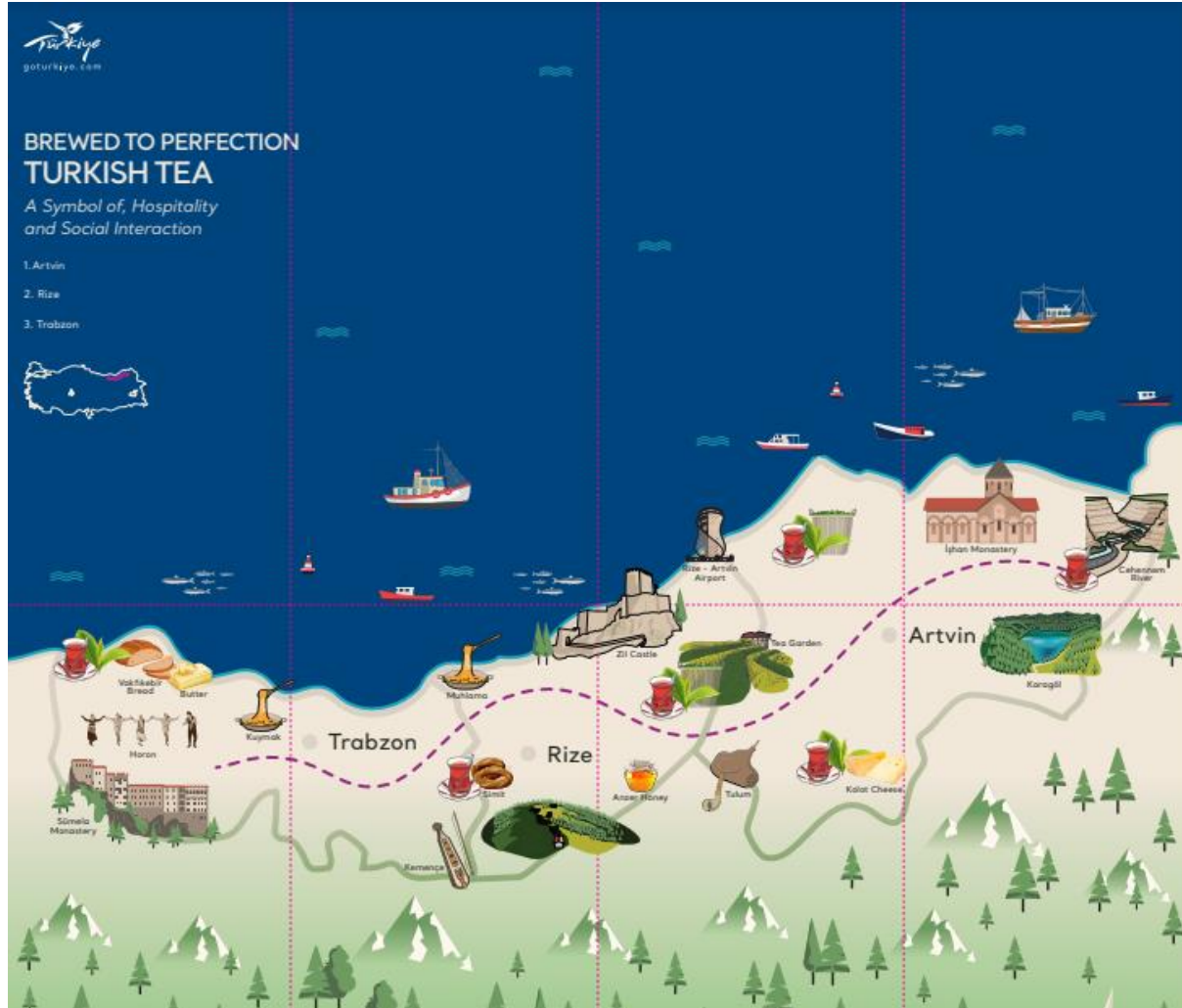
Tea plantations & harvest in Black Sea Türkiye

*Türkiye has the highest tea consumption rate in the world.*





# Turkish Tea Route – Black Sea Türkiye



- Lush forests? Tea plantations? Billions of hazelnuts?  
World's oldest cherry orchards?  
Welcome to **Black Sea Türkiye!**
- On your quest for the best cup of **Turkish tea**, you are invited to a journey in the **Eastern Black Sea Türkiye.**
- The route goes through several significant cities, including **Trabzon, Rize and Artvin.**

TURKISH  
**BLACK SEA**

# Turkish Tea Route – Experiences



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# Turkish Tea Route – Artisan Products



Rize Cloth  
Turkish Tea & Simit



Anzer Honey



Pide



Sürmene Knife

# TURKISH BREAKFAST



# Turkish Tea Route – Experiences



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# Turkish Coffee: A Sip of Tradition



In 2013, UNESCO inscribed Turkish coffee culture and tradition on the Representative List of the Intangible Cultural Heritage of Humanity and became the first cultural drink to be part of the list.

**“What my fortune is, so will tell my coffee cup!”**

**double line:** a journey to somewhere

**fish:** good luck, kismet

**bird:** good news

**eye:** someone’s evil eye

**peacock:** money

**seahorse:** incredible fortune



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*(Deliciously Healthy & Sustainable)*


- *Turkaegean Flavours*
  - *Olive Tree Route*

# Turkaegean Flavours



**TURKAEGEAN**  
Coast of Happiness

- Vegetarian dishes
- Seafood varieties
- Fresh green herbs
- Plenty of olive oil
- Healthy and light





# Olive Tree Route - Turkaegean

- In Türkiye, olives are produced in the Aegean, Marmara, Mediterranean, and Southeastern regions. Seventy-five percent of olive trees are located in Türkiye's Aegean coast.
- With deep historical, cultural, and manufacturing roots, it makes sense that regional cuisine is often built around olives.
- There is a whole subcategory of Turkish food cooked in olive oil called “zeytinyağlılar”, simply means “those cooked in olive oil”.



# Olive Tree Route - Turkaegean

- Listen to the stories of local producers and chefs
- Shop at the local street market
- Attend tastings and cooking classes



# Olive Tree Route Experiences

*Olive harvest, olive oil production and tasting activities*



Léger goûter au pied d'un des plus anciens oliviers d'Europe (et dégustation de son huile!)

ENCHANTERESSE MUĞLA

Bodrum



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Offers variety, best local and international experiences  
(*Gastrocity*)

- *Taste in İstanbul is the New Cool*



# Gastrocity

- ✓ Gastrocity is a culinary epicenter where you can discover the best local and international dining experiences.
- ✓ It is a place where world cuisines and cultures meet, where quality food can be experienced and eaten.
- ✓ You can find innovative cooking techniques, different tastes, creative and modern cuisine at Gastrocity.



# Brand Communication– İstanbul



- As part of destination campaign ‘İstanbul is the new cool’ İstanbul’s vibrant culinary scene is portrayed as “Taste in İstanbul is the New Cool” and brand communication is done according to this claim.



Campaign

# Taste in İstanbul is The New Cool



## Have culinary adventures in the city!

- Try Turkish Breakfast and Street Food
- For a light lunch try Lokanta with that homemade feel of mom's home cooking
- For the evening dine & fun in a Meyhane or in a Michelin Starred fine dining restaurant in İstanbul

As we say in Turkish: "***Afiyet Olsun***"

# Street Food Experiences in İstanbul



**Simit**



**Pickle Juice**



**Fish Sandwich (Balık Ekmek)**

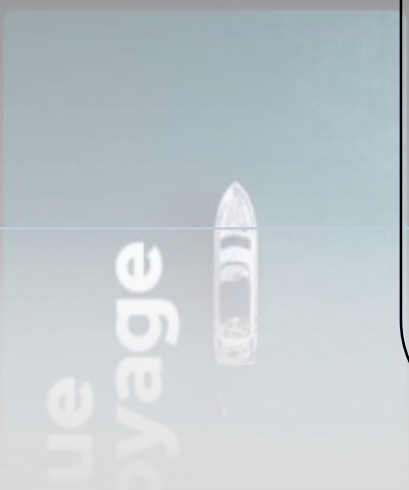
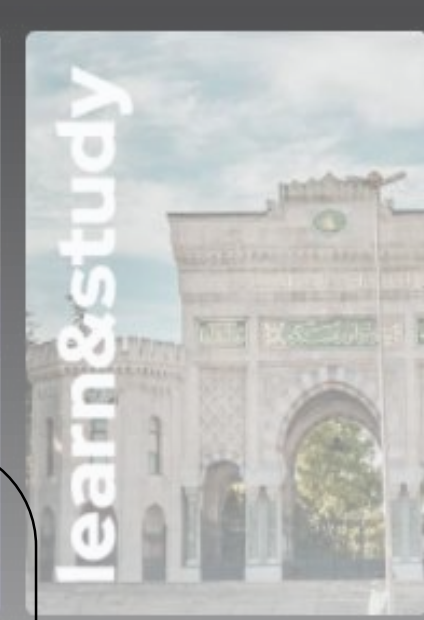
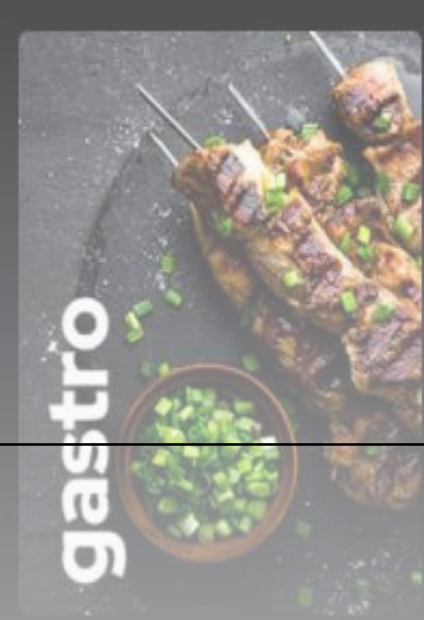


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**Thank You!**