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TURYİD
TÜRKİYE RESTORAN YATIRIMCILARI VE
GASTRONOMİ İŞLETMENLERİ DERNEĐİ



LARGEST WINE TASTING EVENT IN TÜRKİYE

Challenging Master Classes 2024

will be held at The Marmara Taksim Hotel
on 11-12 May 2024!

CMC is one of two largest tastings in Türkiye together with Sommeliers' Selection organized by Gustobar

Gustobar events bring together wine and gourmet food producers and opinion leaders, hospitality and retail industry professionals, wine cellar owners, food and beverage enthusiasts, those who want to improve themselves in tasting, investors who want to enter the sector and the wine sub-industry.

CMC will host the world-famous wine experts as well as bring together wine producers, hospitality members and wine sector opinion leaders. It is the one of the two reference wine tastings event in Turkey held by "Gustobar Events" that the wineries arrange their bottlings according to these events' dates.

A wine-lover-friendly, interactive and a reference point for Turkish wine tasting will be held by Gustobar.

Imagine a tasting lab where you can take hold of your glass and start sampling hundreds of different labels side by side - grouped according to their density and grape varieties and not according to their producers. Or, if you prefer, you can listen to the best professionals in the wine business on how they make their choices on each category so you can learn and participate to tastings with them in Master Classes and in Workshops.

All professionals and opinion leaders from all around Turkey's leading regions regarding wine consumption attend to this event to taste new vintages, existing labels and compare them with one another!

You can attend by purchasing a ticket to the event. The much-awaited event will consist of different sections to meet all the demand!

- Walk Around Tasting
- Workshops
- Master Classes
- Bring Your Own Bottle Dinner

Please check the following pages for details:



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Different tastes from all over from Turkey: “Walk Around Tasting”

The first section is the “Walk Around Tasting”; “an aromatic journey” that includes hundreds of wines that you can taste from over many participant producers that you can meet and talk, such as wineries, breweries and artisan food producers/importers such as olive oil, cheese, bread and delicatessens.

Various labels from different wineries will be presented according to their density and grape variety and in their ideal tasting order meant to guarantee a perfect tasting experience. Starting with sparkling and on to light bodied Whites, medium bodied Whites, full-density Whites and then the Roses which are then followed by light-density Reds etc., all labels will be grouped and placed on tables according to their color, density, and grape variety.

Other than wine being the main focus of this event, there will also be a non-wine section made up of different brands of artisanal cheese, beer and olive oil.

According to the quality standards Walk Around section will be limited to 750 person/day.
Walk Around Tasting will be open **between the hours of 10:00-18:00** for the two-day duration.

Workshops: Tasting together with experts!

The second section of the event is the Workshops. While you are in Walk Around Tasting area you can participate to the workshops in designated rooms that you have registered previously. Workshops will be held in different areas regarding wine and wine related other areas where experts and chefs will talk about their areas of expertise and products. Do not miss!

Workshop Program:

Saturday, 11 May

WS1 : “Like or Dislike” How do we score?” **Levon Bağış**, 10:30-11:20

WS2 : “IKON” **Levon Bağış**, 11:30-12:20

WS3 : “On Champagne” **İbrahim Kemer**, 12:30-13:20

WS4 : “Modernization of Barolo” **Alp Açık**, 13:30-14:20

WS5 : “Vertical Tasting from Eceabat Terroir” **Can Devrim**, 14:30-15:20

WS6 : “tbc” tbc, 15:30-16:20

Sunday, 12 May

WS7 : “ Like or Dislike” How do we score?” **Levon Bağış**, 10:30-11:20

WS8 : “tbc” tbc, 11:30-12:20

WS9 : “With which sense do we perceive?” **Oğul Türkkın**, 12:30-13:20

WS10: “Mezcal vs Tequila” **Oğul Türkkın**, 13:30-14:20

WS11: “Malt Whisky Vertical Tasting” **İbrahim Kemer**, 14:30-15:20

WS12: “tbc ” tbc, 15:30-16:20

Work Shops are limited to 30 persons/session.



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Master Classes: Tasting with experts

While tasting together with the foremost wine experts of the world, learn from their knowledgeable comments and eye-opening experiences about wine in Turkey.

Tutored by Oz Clarke OBE & Caro Maurer MW, there will be 4 different Master Class sessions.

The candidate wines will be tasted by world famous experts together with the participants. Experts will announce their scores and will explain how they scored them. It will be a great opportunity of education and tasting together with world famous experts.

- **MC-1:** Challenging Master Classes Tranche 1 Saturday (10:30-12:30)
- **MC-2:** Challenging Master Classes Tranche 2 Saturday (15:30-17:30)
- **MC-3:** Challenging Master Classes Tranche 3 Sunday (10:30-12:30)
- **MC-4:** Challenging Master Classes Tranche 4 Sunday (15:30-17:30)

Master Classes are limited to 75 person/session.
In each session different wines will be tasted.

Bring Your Own Bottle Dinner!

On Saturday, May 11th, we will be at OKRA restaurant, located on the roof floor of The Marmara Taksim hotel, one of the most beautiful places in Istanbul. A traditional Bring Your Own Wine Dinner will be held with a magnificent menu & view! For details link.

Important Notes:

Limited Visitors: Due to the high standards of quality of CMC 2024 event, the Walk Around section will be limited to only 750 persons/day.

Participation Prices:

- | | |
|-----------------------------------|---|
| a. Walk Around (Early Bird) | : 2.200TL/1day – 3.000TL/2days |
| b. Walk Around | : 2.500TL/1day – 3.500TL/2days |
| c. Master Class'lar (Early Bird) | : 1.350TL/session |
| d. Master Class | : 1.650TL/session |
| e. Workshop sessions (Early Bird) | : 400TL/session-650TL/session (two pricing) |
| f. Workshop sessions | : 450TL/session-750TL/session (two pricing) |

TICKETS ARE AVAILABLE: : <https://www.gustobarshop.com/ChallengingMasterClasses>
PROGRAM : <https://www.challengingmasterclasses.com/Program.pdf>

HOURS : Açılış : 10:00
Kapanış : 18:00

CONTACT : taner.ogutoglu@gustobar.com
<http://www.gustobarshop.com>

Note: Speaker biographies are on the next page



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BIOGRAPHIES:

OZ CLARKE OBE(*)

Oz Clarke is one of the world's leading wine experts, whose formidable reputation is based on his extensive wine knowledge and accessible, no-nonsense approach. His passion for the subject dates from his student days at Oxford University, where he won tasting competitions at a precociously early age.

Since then his tasting skills have won him an international reputation and he is acknowledged as having one of the finest palates of anyone writing about wine today. He brings a refreshingly unorthodox wit and directness to the subject and has won all the major wine writing awards both in the UK and the USA, including the Glenfiddich (three times), André Simon, Louis Roederer, Wine Guild (three times), James Beard, Julia Child, World Food Media and Lanson (five times) awards; in 1999 he won the Lanson Special Millennium Award for his outstanding contribution to wine communication and education; in 2001 he was the keynote speaker at the Boston Wine Expo, the world's largest consumer wine event, and he has been the keynote speaker at both the Wine Experience in New York and the California Wine Experience in San Francisco, where he was voted best keynote speaker by those attending. In 2006 he won the prestigious International Wine & Spirit Competition International Drinks Communicator of the Year Award and in 2009 Oz won the Louis Roederer International Wine Writers' Award for International Wine Book of the Year for his book on Bordeaux. Oz's current best selling books include *The History of Wine in 100 Bottles*, *Bordeaux, Grapes & Wines* (with Margaret Rand), *World of Wine* and *Wine by the Glass*.

Oz's frequent BBC TV and radio appearances are broadcast around the world. Oz's third BBC TV series with 'Top Gear' co-presenter James May was 'Oz and James Drink to Britain' – a rollicking caravan adventure around the British Isles exploring beers, cider, whisky, wine and more.

For this series and the accompanying book Oz and James were awarded the International Wine Challenge Personality of the Year

Award, the TRIC (Television and Radio Industries Club) TV Arts/Documentary Programme of the Year Award and the Gourmand World Cookbook Award for Best Wine Literature. Oz has been created an Officier de l'Ordre du Mérite Agricole by the French government for services to French agriculture.

Before wine took over his life in 1984, Oz was a full-time actor and singer, appearing in West End hit shows such as 'Evita', 'Sweeney Todd' and 'The Mitford Girls', and touring with the Royal Shakespeare Company. Oz is also sports mad and supports Gillingham Football Club, near his childhood home in Kent.

'Oz Clarke is the nearest thing to genius in the world of wine writing.' : Harpers

'Clarke has a remarkably acute palate, a refreshingly unpretentious attitude about wine and the writing talent to bring it all to life on the printed page.' : Wine Spectator

'The irrepressible Oz is a diligent taster.' : Decanter

'Real success comes because Oz Clarke knows wine inside out and has genuine talent in getting the info across in an easily understood, entertaining and non-pretentious manner. Man of the people is Oz style, making him currently on of the UK's top wine writers.' : The Belfast Sunday Life



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CARO MAURER MW(**)

It is one of the most exclusive circles in the world: The Bonn-based journalist Caro Maurer has been a Master of Wine (MW) since September 2011. The title was awarded to her after successfully passing the exams in practice and theory as well as the scientific thesis by the Institute of Masters of Wine in London. For the best thesis - "First Situation in Germany - A Classification in Development" - she was awarded the Noval Award of the Quinta do Noval (Douro).

After stations as a correspondent in New York and Los Angeles, Caro Maurer worked as an editor for the German edition of the business magazine Forbes and for the daily newspaper Die Welt, in which she was responsible for the area of lifestyle. For almost 25 years, she has focused entirely on the topics of food and wine: She writes for the General-Anzeiger in Bonn and the magazines Der Feinschmecker and Decanter. She teaches wine for the WSET diploma in Germany, Austria, Italy and Norway and is involved in training at the Institute of Masters of Wine. She also moderates wine tastings and seminars (e.g. B. for VDP, Wine Australia and Wines of New Zealand). She is a juror in international wine competitions and Panel Chair at the Decanter WWA in London. Since 2018, Caro Maurer has been a member of the Council of the Institute of Masters of Wine.

(*) OBE: Order of British Empire: The Most Excellent Order of the British Empire is a British order of chivalry, rewarding contributions to the arts and sciences, work with charitable and welfare organizations, and public service outside the civil service.

(**) Master of Wine (MW) is a qualification (not an academic degree) issued by The Institute of Masters of Wine in the United Kingdom. The MW qualification is generally regarded in the wine industry as one of the highest standards of professional knowledg