

# Common borders. Common solutions.



## DEVELOPMENT OF TOURISTIC ROUTES IN THE SOUTH-EAST REGION

Project “Development of Sustainable Cultural Tourism in the Black Sea Basin - CULTOUR-BSB”, eMS code BSB -117



Project funded by  
EUROPEAN UNION



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Black Sea Basin - CULTOUR-BSB”, eMS code BSB -117



# DELICACIES FROM TURKEY AND GEORGIA

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# Delicacies from Turkey and Georgia

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Gastronomic tourism is a destination for those who are tired of monotonous tourist trips, visiting local attractions, for those who want to learn the culinary traditions of the peoples of the world and, perhaps, learn to cook something new and unusual on their own.

The organizers of this relatively young direction of tourism are constantly developing new gastronomic routes, realizing that there are fewer and fewer lovers of long walks to the sights than those who want to discover new tastes.

Today, gastronomic tours offer tourists many directions: from excursions to various food production facilities to visiting rural farms with organic products. In any case, any such tour necessarily implies a tasting. Also, the organizers of such trips offer tourists to visit all kinds of master classes on cooking a large number of national dishes.

A large niche in gastronomic tourism is occupied by various thematic festivals and fairs, usually held with the aim of introducing guests to local products and promoting them through tasting.

Let's start our delicious route!

## **TECHNICAL FEATURES:**

Administrative geography/counties included: Black Sea regions of Turkey and Georgia

Duration of the tourist route: 12 days

Season: all year long (preferable spring –summer-autumn)

Transport accessibility: car, bus, bike

## **MAIN GOALS:**

- raising awareness to local producers of products, local national cuisine and crafts;
- increase the attractiveness of eno-gastronomic tourism and wine culture;
- development the background for future creation of new integrated products with in local gastronomy and wine culture on national and international levels;
- promotion of local cuisine and drinks, as well as traditional process of cooking and winemaking;
- acquaintance with local traditional crafts, customs and beliefs.

## Sector 1 Local delicacies of Turkey

Kastamonu – Sinop – Samsun – Amasya – Tokat – Çorum

Time: 7 days (with overnight stays)

## Sector 2 Local delicacies of Georgia

Tbilisi - Kutaisi - Martvili - Racha - Guria – Adjara

Time: 5 days (with overnight stays)

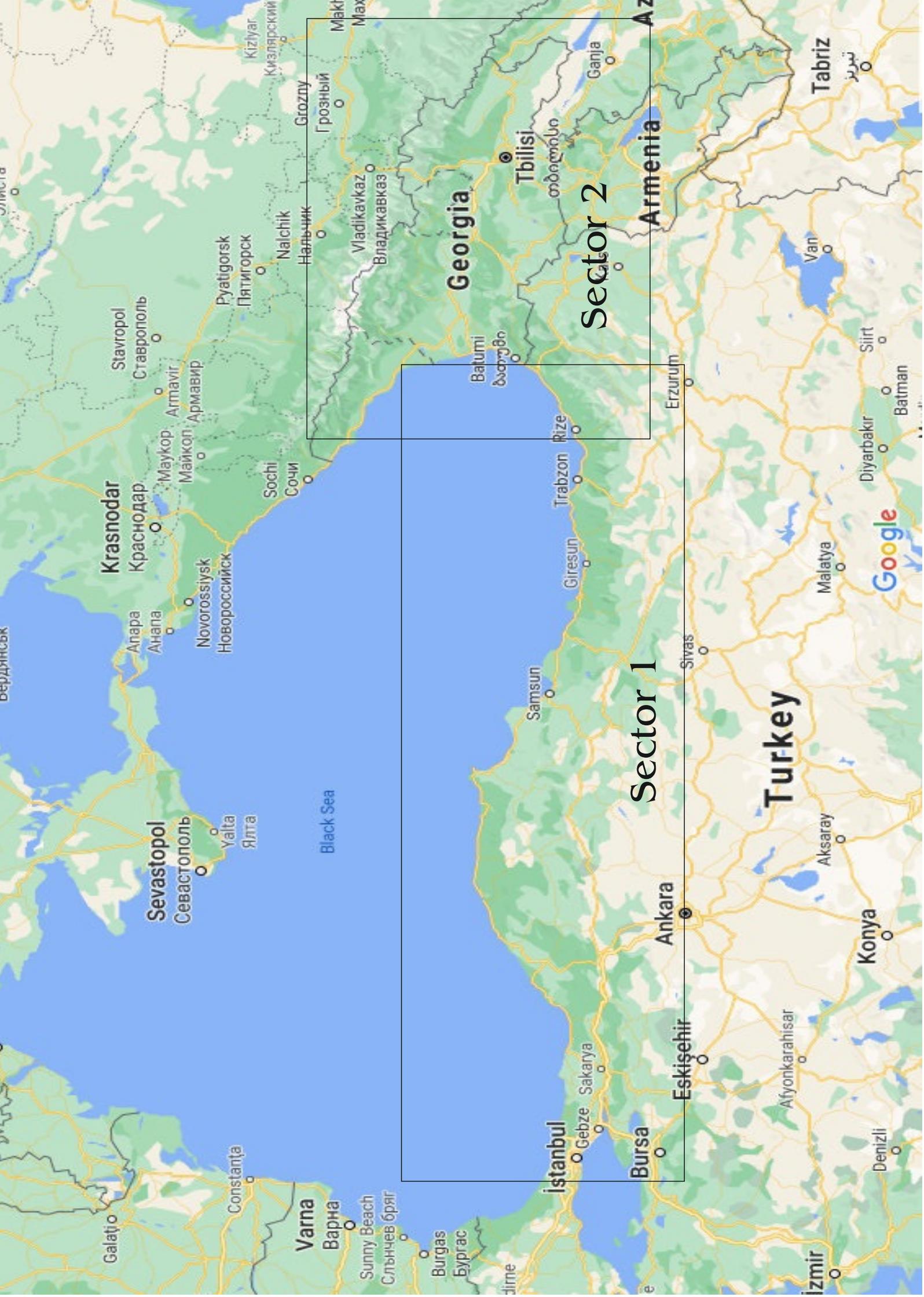


### Keywords:

- Enogastronomy
- Wine culture
- Traditional crafts
- Culture and customs
- Ethnography
- Local food
- Eco products
- Panoramic views
- Production of food and wine
- HoReCa

### Types of sites:

- Vineyards
- Cheese factories
- Farms
- Restaurants of local food
- Wine cellars
- Wine culture centres
- Traditional crafts
- Local taverns of meat products
- Cultural sites



**Krasnodar**  
Краснодар

**Sevastopol**  
Севастополь

**Georgia**

**Sector 1**

**Sector 2**

**Armenia**

**Turkey**

**Konya**



## Sector 1 Local delicacies of Turkey

Start point: Kastamonu

Stop-point: Sinop/Samsun/Amasya/Tokat

End point: Corum

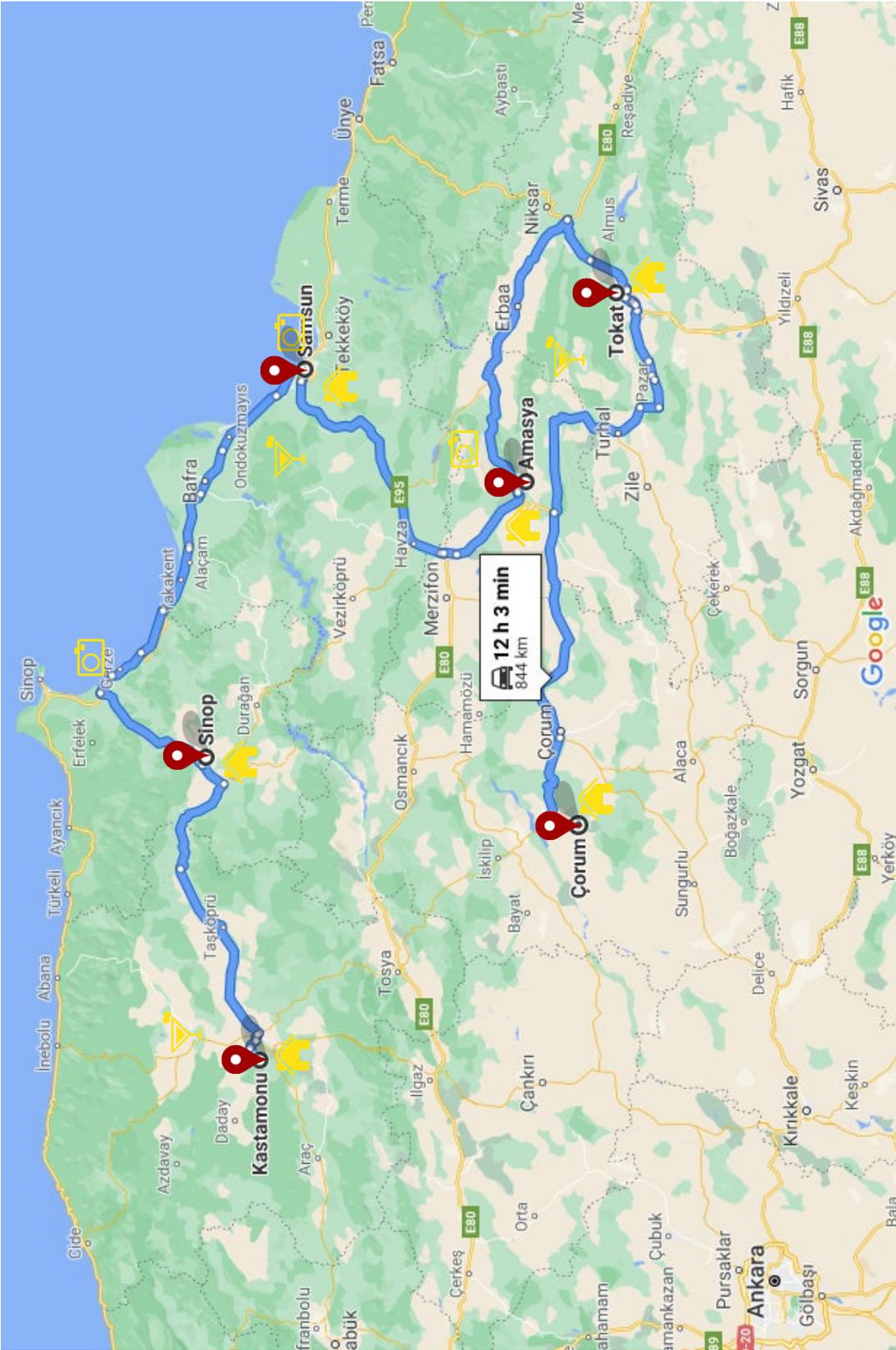
Targeted types of tourists: gastronomy enthusiasts, eco-tourists, special interest tourists (SIT), recreation tourists

Targeted country market: Ukraine, Germany, Slovakia, Hungary, Serbia, Romania, Bulgaria, Moldova, Russian Federation

This route involves discovering the tastes offered by tourist destinations with certain local tastes. Local tastes are one of the most important elements that people who want to explore new places and get out of everyday life in a limited time by going elsewhere. Tourist movements play a very crucial role in the development of the food and beverage industry. The topic that tourists consider in their holiday preferences together with accommodation opportunities is food and beverage and local tastes. On the other hand, local tastes can be a single attraction for a destination in some cases. From this point of view, determining a tourism route that offers a combination of local tastes will be functional in terms of touristic attractiveness.

In other respects, festivals are tourist events that add vitality to the region and district in which they are held. Colorful streets, crowded groups of friends, different tastes and happy people are the focus of attention of tourists who want to see. Festivals in Turkey are held with the participation of thousands of domestic and foreign tourists every year. It is possible to participate in festivals in various categories that take place almost every month of the year in Turkey. In order to participate in festivals organized in different themes such as history, music, dance, theatre, sports, adventure and many other themes, especially culture and art in Turkey, organizing individual or mass trips and participating in festivals within a program will be effective in achieving the goals of both festivals and tourist trips. In this route, it is aimed to present the festivals containing gastronomy (covering eating and drinking and agricultural products) as a tour program.





**Activities and designated places:**

-  photography (picturesque landscape and fascinating views)
-  vineyards and wine cellars
-  farms with production of local foods

## Sector 2 Local delicacies of Georgia

Start point: Tbilisi

Stop-point: Kutaisi / Martvili / Racha / Guria

End point: Adjara

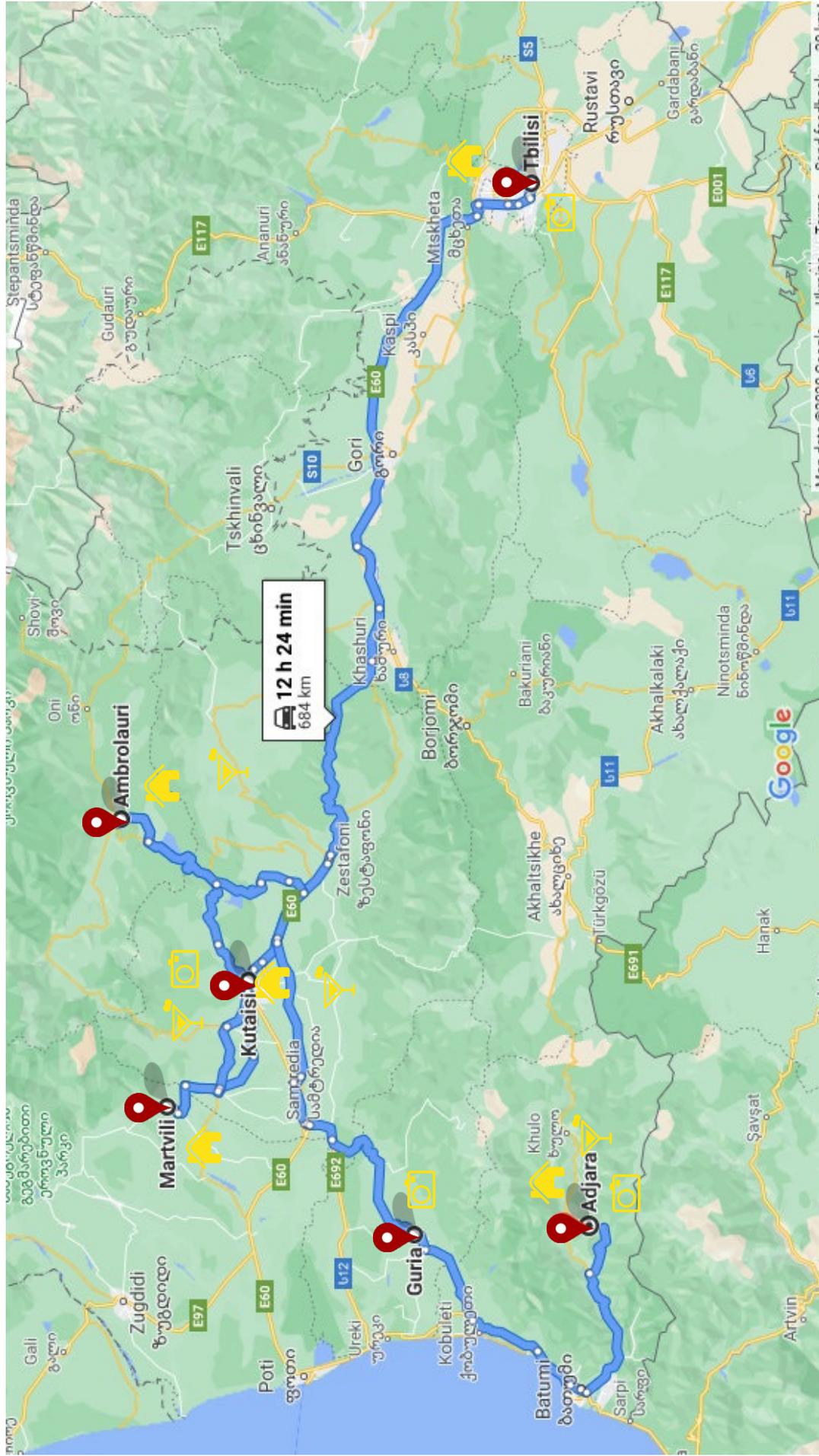
Targeted types of tourists: gastronomy enthusiasts, eco-tourists, special interest tourists (SIT), recreation tourists

Targeted country market: Russian Federation, Turkey, Ukraine, Israel, Iran, Kazakhstan, Germany, Poland, Saudi Arabia, Belarus, India, China, USA and other countries

During the gastronomic tour visitor will experience:

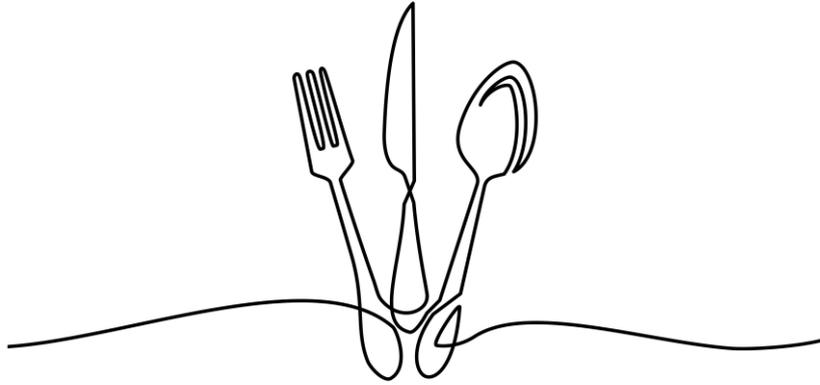
- Different regions of Georgia with their signature dishes and unique twists on established “classics”;
- Master class on cooking Georgian traditional dishes and their quirks;
- Dishes that are made in their traditional place of cooking (Bonfire barbeque) or done in house by warm and hospitable families;
- World-famous assortment of Georgian wines, of course with proper dishes that would best accompany the wine;
- “Gastronomical souvenirs”, which would consist of them taking a piece of traditional Georgian cooking with them home for example: Churchkhela, spices, adjika, cheese, dried fruits, tklapi, chacha, wine, honey and last but not least gozinaki;
- Historical monuments, learn about the rich cultural heritage of Georgia and the day to day being of the locals;
- World-famous Georgian hospitality.

The tour is designated for everyone to a gastronomic culture lover who wants to experience world-renowned dishes, observe local food markets, experience culture of local farmers; Chefs who want to broaden their horizons with dishes unknown, learn new techniques and skills; Foodies who care less about the culture behind the food but are in love with gorgeous presentation and rich aromas of dishes that they get to experience firsthand; Or just any ordinary tourist who just values good food.



**Activities and designated places:**

-  photography (picturesque landscape and fascinating views)
-  vineyards and wine cellars
-  farms with production of local foods



## KASTAMONU MANSIONS



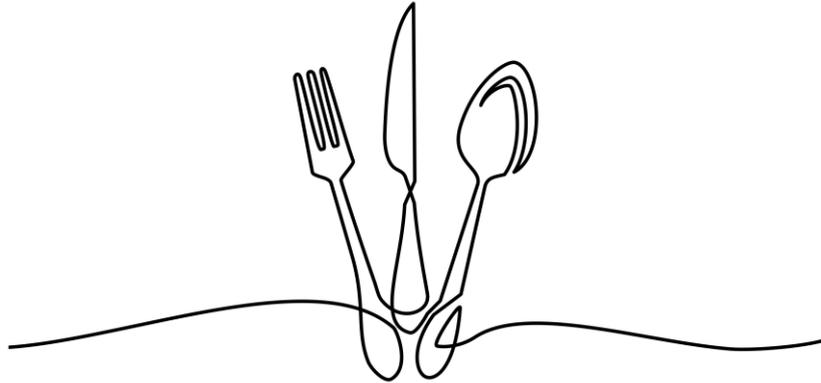
Kastamonu province hosts a wide range of festivals in different seasons of the year. These festivals protect the mission of preserving and sharing the cultural and local values of the province and constitute an attraction element for both domestic and external tourism trips.

Kastamonu has a rich cuisine in food culture. The main reasons of this wealth are diversity in vegetation and consequently animal husbandry. In this way, a very rich structure was obtained in Kastamonu cuisine. So much so that it is known that there are more than 800 recipes belonging to Kastamonu region.

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Besides the climatic structure of the Black Sea, the endemic features/ species and historical values that it possesses together in the same geography differentiate Kastamonu from other settlements. The fact that the industry and urbanization developed throughout the country did not live in Kastamonu due to natural thresholds allowed the province to remain natural. With this naturalness, it varies in the Kastamonu region and across the country.

Experiencing the Local Tastes/Flavors of Kastamonu: Pürryan Kuyu Kebab (meat cooked in underground pit oven), Çekme Helva (A kind of special halva), Etli Ekmek (Bread with Minced Meat), Kastamonu Pastrami (Preserve of Dried Meat), İhsangazi Einkorn Bulgur, Gastronomy Activities that can be attended in different dates: Kastamonu Gastronomy Festival (KASTROFEST) and 15th İhsangazi Einkorn and Sepetçioğlu Festival



EINKORN BULGUR AND  
SEPETÇİOĞLU FESTIVAL



Einkorn bulgur grown in the district of İhsangazi in Kastamonu is genetically known as the first wheat variety in the world with 14 chromosomes. Einkorn bulgur, which dates back nearly 10,000 years and is grown in mountainous lands, is considered the ancestor of today's wheat. Einkorn bulgur is of utmost importance for İhsangazi region, where its production is most intensive. Local people cultivate the bulgur with traditional methods of Einkorn wheat. İhsangazi Einkorn Bulgur Festival is organized with the first harvest of the year in order to promote and spread Einkorn Bulgur.

İhsangazi Einkorn and Sepetçioğlu Festival, which dates back 10,000 years and will be held 15th in Kastamonu in order to contribute to the promotion of einkorn wheat, also known as "Hittite wheat", is a festival held in the agricultural product category.



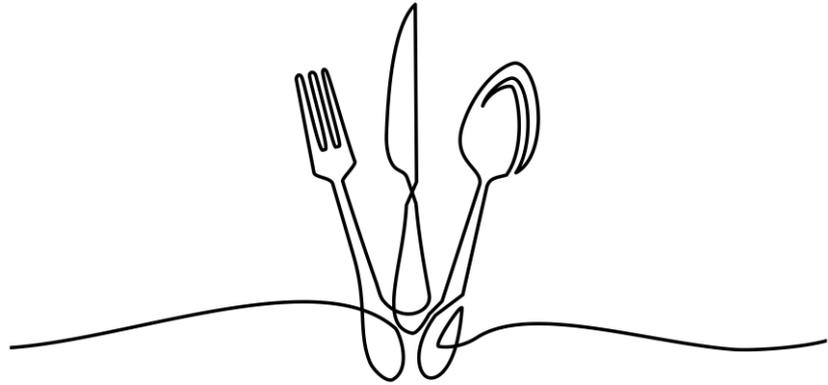
#### Useful Information

Address:

İhsangazi Festival Area, İhsaniye/Kastamonu

Website:

<http://www.ihsangazi.bel.tr/>



**KASTAMONU GASTRONOMY  
FESTIVAL (KASTROFEST)**



## KASTAMONU GASTRONOMY FESTIVAL (KASTROFEST)

Kastrofest, the first of which was held in 2019, aims to introduce Kastamonu cuisine, a treasure that has remained hidden until today, from the local to the universal with the most accurate messages and to be an important promotion platform for the city to become an improving gastronomy destination.

The gastronomy meeting, which took place with the participation of leading gastronomy writers, chefs, opinion leaders, members of the press and the Italian team of the guest country, introduces Kastamonu's undiscovered culinary culture to Turkey, while Kastamonu hosts an enthusiastic gastronomy event that will create excitement in the gastronomy world.

Celebrity Chefs Gastroshows, workshops on the local tastes of Kastamonu, interviews on the future of food, panels where different aspects of gastronomy tourism are discussed will be organized within the scope of the events in 2020. In addition, examples of Kastamonu culinary culture will be presented to guests within the scope of the festival with "Kitchen Supplies Exhibition" reflecting the history of culinary culture compiled from houses and families in Kastamonu.

In order to introduce the food culture of Kastamonu region in Kastrofest, to transfer it to the new generations with the competition environment and to ensure its continuity, "Traditional Kastamonu Cuisine Competition" and "University Students Compete" competition, in which students from gastronomy and cookery departments of universities will participate, will be organized.

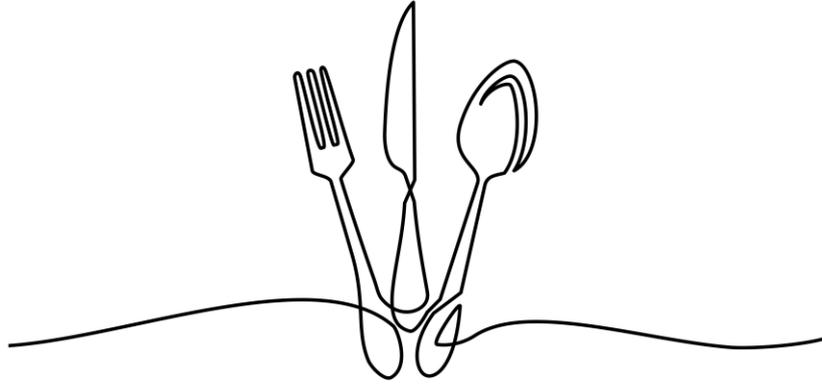
### Useful Information

Address:

Vedat Tek Culture and Art Center, Kastamonu / Merkez

Website:

<http://kastrofest.com/>



ÇEKME HELVA (A KIND OF SPECIAL HALVA)  
YAKUP AĞA SOCIAL COMPLEX- MERKEZ



Çekme Halva is produced in the zoning section of Yakup Ağa Complex built in 1547 in Kastamonu.

Yakupağa Social Complex, which was built on the basis of mosque and pediatric school by the Head of Storekeeper Yakup Ağa of Suleiman the Magnificent and which was made a complex by adding two madrasas, guest houses and zoning to it, hosts both domestic and foreign tourists and hosts the production of çekme halva.

It is located in the city center, on the west side, on the hill that dominates the city. The Halva house is located in Yakup Ağa Social Complex, which has a history of about 500 years built in 1547, and has a fascinating richness in history. People can see how halva is made with their own eyes, taste it from the tray, or even make halva themselves if they wish. Halva can be bought directly from production.



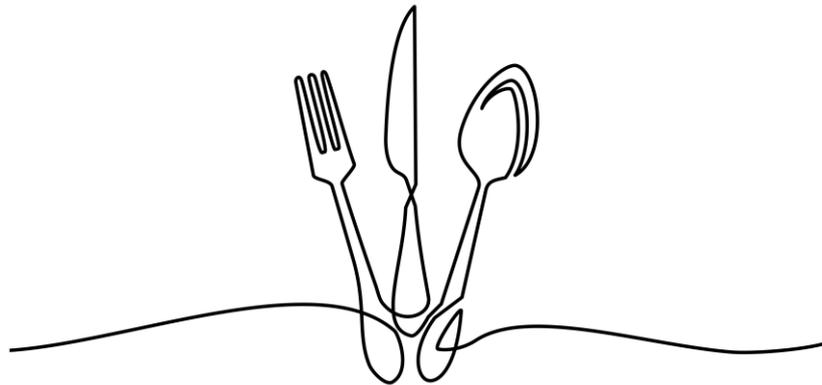
Useful Information

Address:

Hepkebirler, Kefeli Sk. No:4 D:1, 37100, Merkez/Kastamonu

Website:

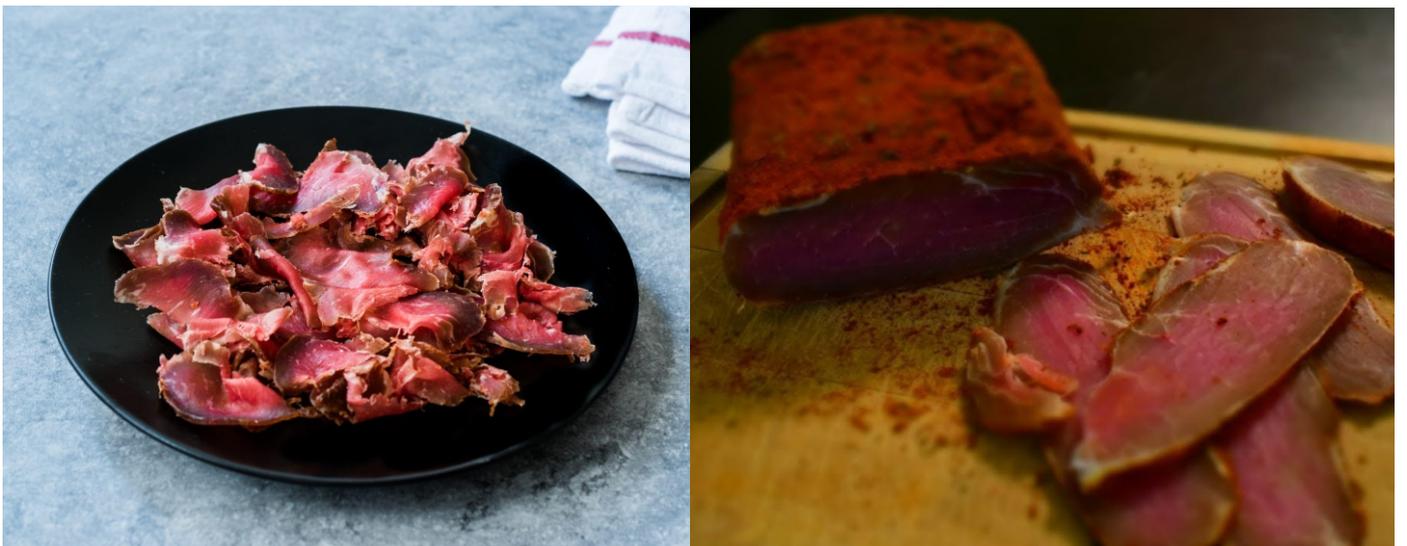
[www.yakupagakulliyesi.com](http://www.yakupagakulliyesi.com)



TABAKOĞLU PASTRAMI (PASTRAMI)



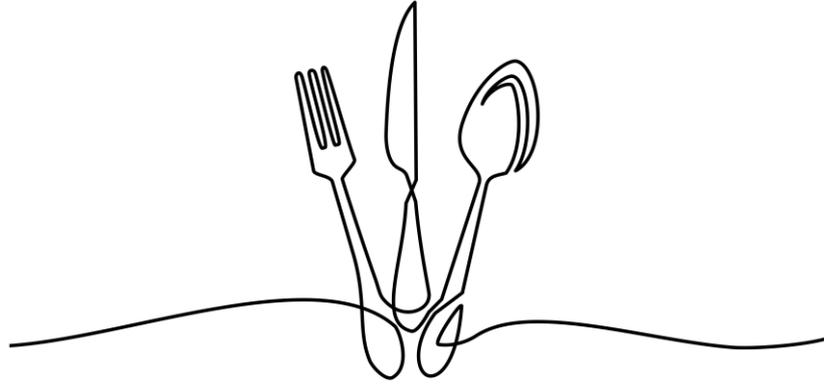
Pastrami is a dried meat product unique to Turks that has been produced for centuries with its own production technology. The finest pastrami is made from veal. Pieces of meat that are separated from the backs and nerveless parts of cattle with little or no fat are first divided into pieces and abundantly salted. Pastrami production begins at the end of summer, in the middle of the autumn season. Prepared, salted and fenced parts are dried in windy places and made ready. Pastrami is a very strong and albumin food. It is an abundant energy resource, especially for people who work physically. It's very easy to digest. Since the main food value of the meat is not depleted and the amount of water in its composition is reduced, there is a nutritional and calorie value that substitutes a large amount of meat in a small piece of pastrami.



Useful Information

Address: Mahkemealtı Çarşısı No: 16, Merkez Kastamonu

Website: [www.tabakoglupastirma.com](http://www.tabakoglupastirma.com)



ETLİ EKMEK HOŞGÖR PİDE SALONU



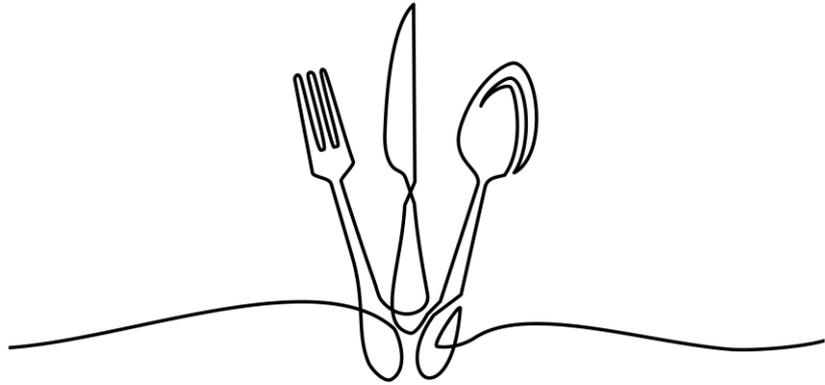
After the dough is opened, the thin circle with raw minced onions and thinly chopped onions, salt, black pepper and a little water is applied to half of the soft tissue and closed as a shape of half moon. Then it is cooked slowly in the metal sheet. Meat bread with meat and pastrami options is quite satisfying in its portion. Transportation of the business located in the middle of the bazaar is quite easy. The venue also serves breakfast, lunch, and dinner.



Useful Information

Address: :

Cebrail, Plevne Cd. No:18, 37200 Merkez/Kastamonu



EINKORN BULGUR  
İHSANGAZI



Einkorn Wheat is only grown in Kastamonu region in our country, especially around İhsangazi, Seydi and Devrekani districts. Bulgur is consumed by processing. Einkorn Bulgur is a product obtained by drying Einkorn Wheat, which has a single-grain spikes and a roasted structure after boiling, and by splitting it (not breaking) in stone mills with completely traditional methods.

Einkorn Bulgur is a more valuable agricultural product than gold, which was started to be cultivated in the first agricultural villages exactly 10,000 years ago. Einkorn is a fastidious wheat, the first nutrient in human history. It is an endemic plant whose genetic structure is intact. However, due to the fact that the grains of this valuable product are small and that there is a tight shell surrounding it; in short, because it is difficult to process, there are not many who claim this fastidious product today. Therefore, it was replaced by pasta wheat and bread wheat. Despite every difficulty, this valuable product is produced. Einkorn has a wide area of use in Kastamonu cuisine. It is used in rice, ravioli, soups. Famous local dishes are made from Einkorn. Sour rice, bulgur ravioli, Soup with chick pea and meatball, üçürdüm (a kind of rice) etc.

Tomato bulgur rice made from Kastamonu's famous Einkorn bulgur is one of the city's favorite tastes. When a little powder turmeric and garlic are added to the rice, which is often cooked by the people, a unique taste arises.

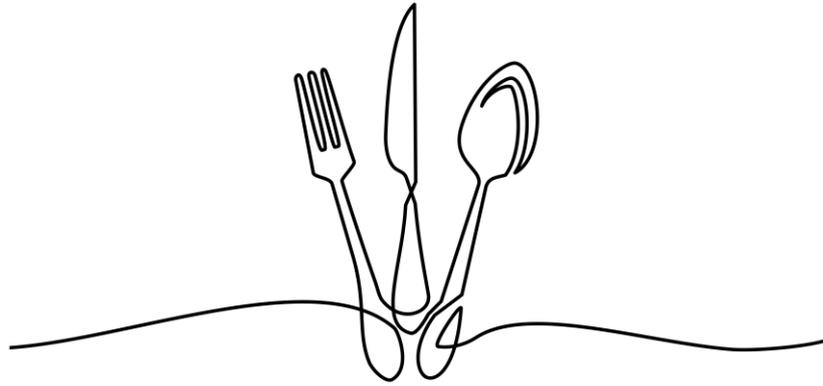
#### Useful Information

Address:

Yeni, 37250 Haydarlar/İhsangazi/Kastamonu

İlhan Eyribaş Bulgur Mill (There is also a cafe business in the area.)

Einkorn bulgur and flour can also be obtained from Kastamonu Depo Kastamonu Merkez or other retailers.



PÜRYAN KUYU KEBABI  
TOPRAKKÖPRÜ



Kuyu Kebab (meat cooked in underground pit oven) inventor Abdurrahman Kesici was born in Kırım Bahçesaray in 1859 as a member of the family known as Kurt Nazaroğulları. Fighting in the Ottoman-Russian war known as 93 Harbi, Kesici served as an subordinate sergeant alongside the Ottoman Sultan Hamit. After that, Kesici settled in Taşköprü district of Kastamonu and presented the kuyu kebab to the tables here for the first time. His grandson Orhan Kesici explains: "The first kuyu kebab was built with my grandfather in Kastamonu and according to the rumor, it was spreaded to different parts of Anatolia under the influence of visitors." Hacı Mustafa Karaca, who is known by the people of the region as the master of kuyu kebab, has carried this taste to the tables for more than 40 years.

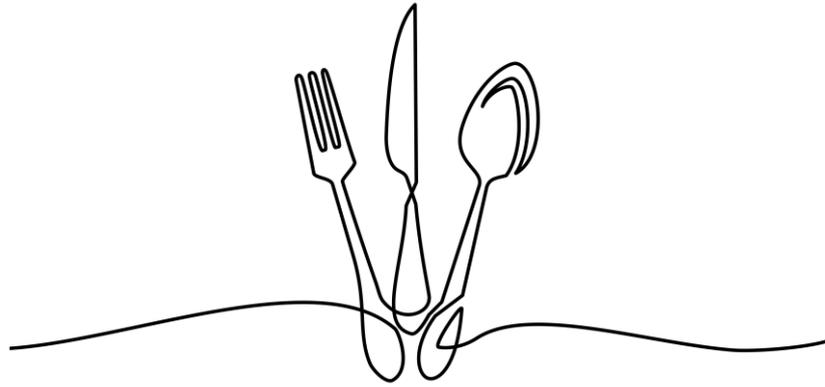


Useful Information

Address:

Toprakköprü Mevkii Sıla Petrol Tesisleri (Shell Petrol) | Kastamonu

Video: <https://vimeo.com/239785315>



ŞEKERCİ MEHMET GÜRBÜZ 1964  
MERKEZ



## ŞEKERCİ MEHMET GÜRBÜZ 1964 MERKEZ

Şekerci Mehmet Gündüz is a dessert stop that people who get tired while visiting historical, natural and cultural places in SİNOP can visit to store energy. On the return of the trip, you can also prepare a SİNOP souvenir dessert package for your relatives or family. Here you can taste the famous Boyabat mash and even become addicted to it. Apart from the abundant walnut paste, there is also a very popular tak tak halva. You can regain all your positive energy in this space to explore new spaces.



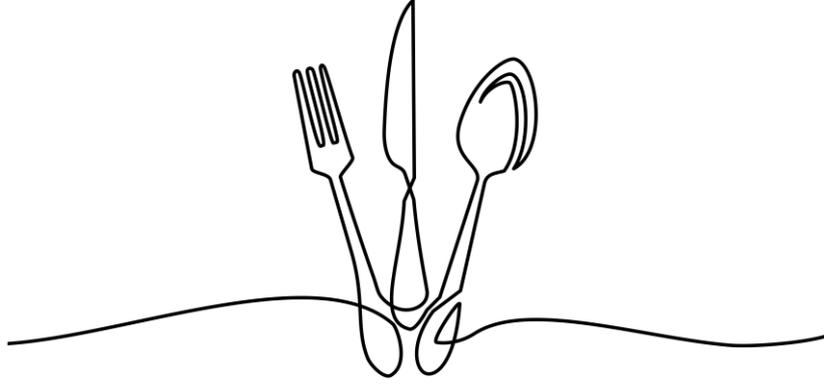
### Useful Information

Address:

Gökdere, Yusuf Kemalbey Cd. No: 36, 57200 Boyabat/SİNOP

Visiting hours:

9:00-24:00



TEYZENİN YERİ  
MERKEZ



It was Established in 1990 as a small business. The venue, which has always been a mission of quality in service and a destination for many domestic and foreign tourists, has managed to promote this unique taste nationwide. By representing SİNOP's traditional cuisine, it is possible to find almost all kinds of Turkish ravioli in the venue. Most ordered Turkish ravioli is served with walnut and yogurt butter sauce. In addition, Haluj, Chipsi (Circassian Chicken), Turkish Pancake and Pastry Types are served



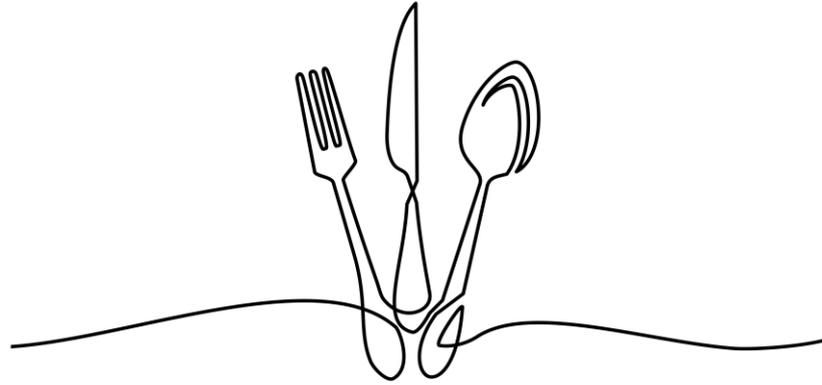
#### Useful Information

Address:

Yeni Mah. Gazi Cad. No: 49 SİNOP / Turkey

Website:

<https://www.teyzeninyeri.net/>



OKYANUS BALIKEVİ & MEVSİM BALIKÇILIK



**OKYANUS BALIKEVİ  
& MEVSİM BALIKÇILIK**

A warm place where you can find peace, happiness and taste in the unique harmony of blue and white, the Ocean Fish House. With its trained and friendly personnel, the restaurant makes every effort to ensure that you customers have a good day and leave with good moments.



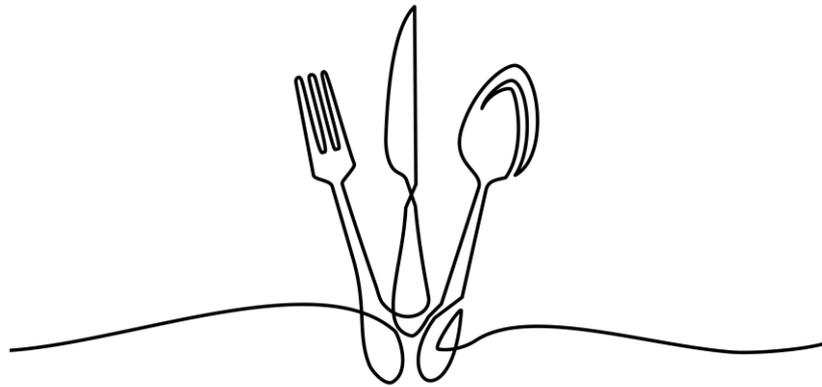
**Useful Information**

Address:

Camikebir, Kurtuluş Cd., 57000 SİNOP Merkez/SİNOP

Website:

<https://okyanusbalikevi.com>



# LAKERDA (SALT FISH) FESTIVAL



## LAKERDA (SALT FISH) FESTIVAL



SİNOP's fishing culture dates back a long way. According to archaeological findings, salt fish and dried fish remains dating back to 1000 BC were found. SİNOP is known to be a crucial center for seaside and salt fish production. Therefore, such activities continue as SİNOP in order to develop our maritime culture, revitalize it and bring it to tourism.

Competitions are held at the festival where participants compete to make the best salted fish. In addition, the Lakerda salt fish competition attracts great attention and is made comprehensive and colorful every year. It is possible to see the photo exhibition including old photos of SİNOP and the stands where handcrafted products are exhibited.

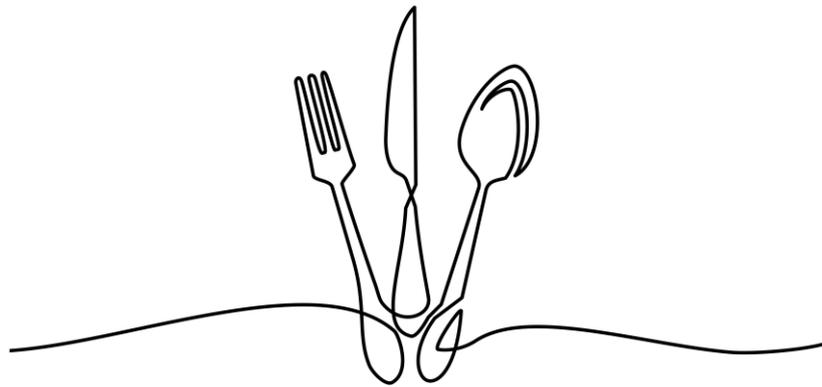


### Useful Information

Address: Sinop Buzhane Binası [Sinop / Sinop](#)

Website:

<http://SINOPlakerdafestivali.com>



## SAMSUN LOCAL HERB MEALS



In Alaçam, where natural and cultural riches coexist, newly discovered, home to old mansions and Exchange Museum, you can stroll the lilac-scented streets, taste wild strawberries, and have a pleasant festival day between greenery and pine trees. In all the green of the Black Sea, your children can enjoy and recognize the herbs in nature as well as participate in the Painting in Nature Event and take part in various events to be organized throughout the festival.

In our festival, which is planned to be held on the 6th of this year, you can participate in local grass cooking competition, grass gathering competition of the most edible kinds, local grass cooking stands and handmade souvenir stands, live kitchen with chefs, interviews, workshops, painting activity in nature with children, making grass chocolate with children, and witness the miracles of nature.

"Finding edible grass" contest is organized within the scope of the festival. Women who participated in the competition in previous years strolled around Sürmeli Neighborhood to find the most edible herbs. The festival also offered a variety of herb meals to the participants and opened an art exhibition on nature and edible herbs. The festival takes 6 days.



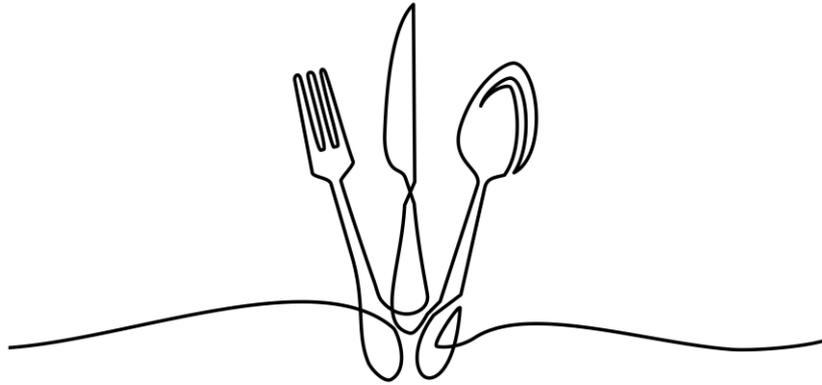
#### Useful Information

Address: Sanat Merkezi Bahçesi (Art Center's Garden) Samsun/Atakum

Website:

<http://samsunotfestivali.com/>

<http://www.samsun.gov.tr/samsun-dogal-yiyeceklerin-ve-ot-yiyeceklerin-merkezi>



ÖZ TERME PİDE VE KEBAP SALONU



It has been serving in Samsun for many years and has a considerable reputation for Terme's famous closed pide and pide types and constantly renews itself. It is served to guests with buttermilk, salads and desserts with pide types and local dishes unique to the Black Sea. With its rich menu of meat and vegetable dishes as well as pide types, the venue offers guests the opportunity to taste local tastes and meets the taste expectations at a high level. They are often prepared with sour yeast dough and cooked in wood fire, which is an important secret of tastes. It is recommended to go hungry to enjoy the tastes of the space.

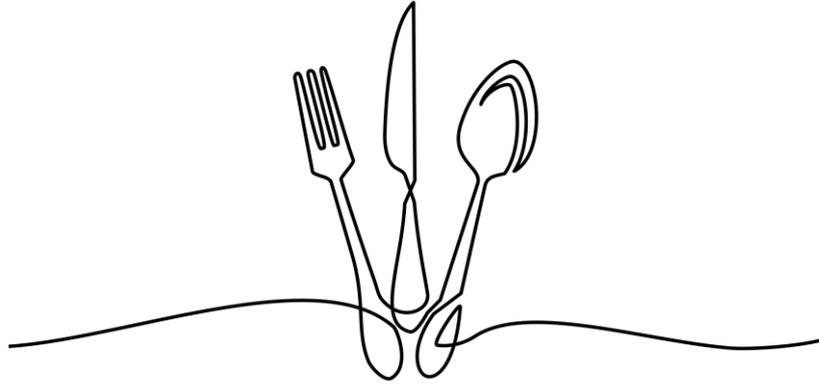


Useful Information

Address: 19 Mayıs Cumhuriyet Caddesi No:34, 55030 İlkadım/Samsun

Website:

<http://www.oztermepide.com/>



KAVAK TİRİT EVİ



Today, the tradition of "goose brewis", which has been going on for centuries, continues in Vezirköprü where many traditions are facing oblivion. This tradition is kept alive every year in Bahçekonak Village. In this tradition called "Sira Nights", the village people are gathered in a house each week by forming groups of 10 people, fed for at least 20 days, butchered and cleaned goose is cooked by hanging with rope in a specially made chimney. The Goose Brewis tradition takes place between December and March, and at least 2 thousand of the 5,000 geese produced in the village are consumed in this way. This tradition continues partially in Meşeli, Yağcı, Bayram Village, Yeniçelik and Çekalan villages in the same region. The fat around the skin and intestine of the cleaned goose is chopped into small pieces and melted in a container. Two scoops of boiled goose water and salt are added as a whole. Phyllo doughs are cut slice by slice and dipped in oily water and arranged in a tray. Bulgur rice cooked with goose water is poured into the tray. It is poured over with melted goose oil. The goose meat is cut into pieces and placed on the rice. It is eaten with oiled phyllo dough. Samsun Kaz Tiridi was registered in 2011 with geographical indication in country of origin type.

One of the places where this taste is offered is Kavak Tirit Evi. In addition to Goose Brewis, the venue offers Baked Quail, Roasted Meat, Diced Meat Fried on Iron Plate, Pide Types, Menemen (Spicy Turkish Omlette), Mixed Breakfast and Soup types.

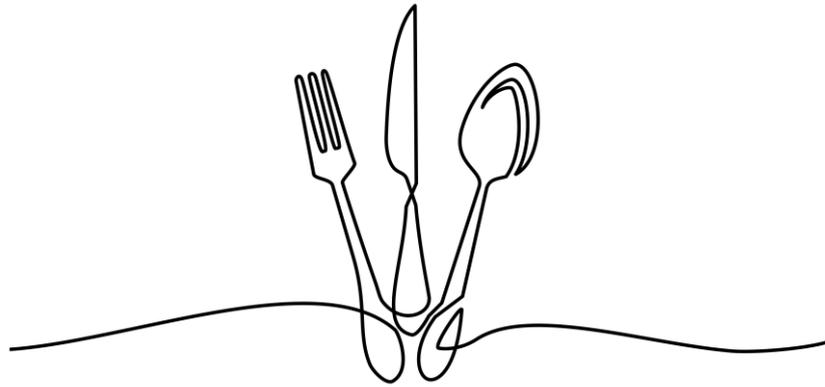
#### Useful Information

Address : Yaşar Doğu Mahallesi Kavak Regional Park 101.

Sokak No: 15, 55850 Kavak/Samsun

Website:

<https://samsun.ktb.gov.tr/TR-216888/kaz-tiridi.html>



**BEDESTEN OSMANLI MUTFAĐI  
(OTTOMAN CUISINE)**



## BEDESTEN OSMANLI MUTFAĞI (OTTOMAN CUISINE)

While Merzifon district attracts the attention with its historical structures and its own cuisine, a taste named Mace Kebab was born from the historical Ottoman Covered Bazaar in the city. The mace, which has used battlefields for centuries and witnessed many suffering, is now loaded with a different mission. The meat served by placing on the threads of the mace called mace kebab offers such an interesting image that it is not possible not to admire it.

This meal, which appeared about ten years ago in the Ottoman Cuisine from the historical covered bazaar, is exactly suitable for this historical structure. First, the meat is cooked and prepared, when the mace reaches enough temperature on the fire, it is hung on a hanger in a specially designed presentation tray and the meat is attached to the mace.

The mace, which maintains its temperature for about 45 minutes, ensures that the meat is eaten before it cools. This interesting idea was put into practice with such a stylish presentation that Bedesten Osmanlı Mutfağı is a truly admirable business in this sense. There are many people who come to Merzifon just to taste this kebab. Bedesten Osmanlı Mutfağı patented Mace Kebab and brought this unique taste to Merzifon and the world. It is possible to find many things including gastronomy only in the historical cost of the trademark registration certificate belonging to this business.

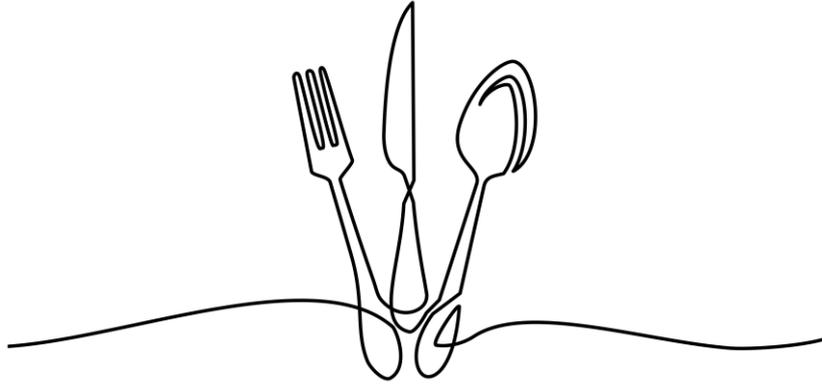
### Useful Information

Address:

Gazi Mahbup Mah., Taşhan Sok. Bedesten Binası, 05300 Merzifon/Amasya

Website:

<https://www.rehbername.com/>



RUMİ USTA'NIN YERİ



Wheat, meat, fenugreek, chickpea, fat of the tail detached from the cartilage, salt and marrow of two large bones removed by breaking the bones are added to the keşkek pot (cab), then the cover of the pot is closed and given to the oven by adding water to cover 3-finger measurement. It is cooked for 4-5 hours with medium heat. The excess oil (bar) accumulated on the cooking keşkek is taken into a pan and sauce is made by adding hot water. If desired, it is served by adding this sauce on the plate taken from the pot. The 4 main ingredients of the keşkek are meat, tail, kendimelik (keşkek wheat) and chickpeas. It cannot be put sauce in the pot. In the Merzifon region, all the materials in the container are crushed until it is pasted and it is served. In the Amasya method, all materials are seen separately when they are served out.



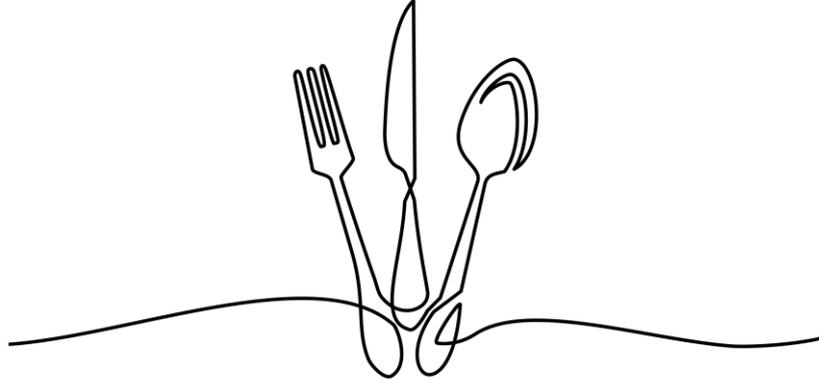
#### Useful Information

Address:

Gazimahbup, Ekin Pazarı Sk., 05300 Merzifon/Amasya

Website:

[www.kulturportali.gov.tr/turkiye/amasya/neyenir/amasya-keskeg](http://www.kulturportali.gov.tr/turkiye/amasya/neyenir/amasya-keskeg)  
[restaurantguru.com](http://restaurantguru.com)



YAMAÇ BISTRO



Amasya cuisine is local, but since many Sultan's Sons were sanjak administrators before ascending to the throne, it also includes palace cuisine tastes.

Experience of Local Tastes/Flavors in Amasya Province: Local Breakfast with Amasya View, Yamaç Bistro (A Beautiful Meal), Mace Kebab, (Bedesten Ottoman Cuisine), Keşkek (a dish of mutton or chicken and coarsely ground wheat), (Rumi Usta'nın Yeri)

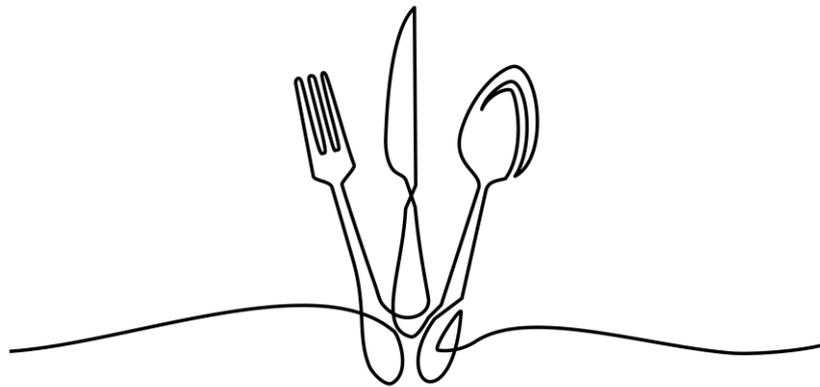
The secret to starting the day off great is a nice breakfast. Yamaç Bistro is a place to give tasty moments to those who think like that. It is possible to find a full visual feast, a colorful table, delicious tastes together.



Useful Information

Address:

Merkez, Çakallar, Çakallar Cd. No: 131, 05100 Amasya Merkez/Amasya



INTERNATIONAL TRADITIONAL  
ERBAA LEAVES FESTIVAL

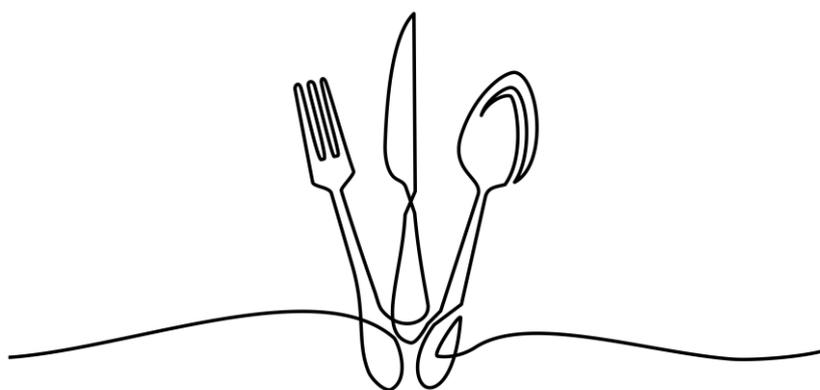


Brine Tokat Leaf is a white pomegranate grape leaf that grows only in Tokat. Our leaves are the leaves collected from the first harvests in late May and early June. Tokat brine leaves are one of the highest quality leaves in the world due to their regional climate and soils. Its thin thickness, its golden yellow, its nerveless structure, its quick cooking feature and its indescribable taste are so different that it can be distinguished from the leaves of other regions.

International Traditional Erbaa Leaves Festival is planned to be held between July 24-26. In addition to numerous artists and entertaining activities, competitions are held between the best leaf growers and the best stuffed grape leaves with olive oil wrappers.



Useful Information  
Address:  
Tokat/Erbaa Cumhuriyet Square



UĞRAK RESTAURANT



Tokat Kebab is a traditional dish that has been cooked and consumed only in kebab ovens designed for this kebab in vineyards or old Tokat houses for centuries in Tokat. "Tokat Kebab" has been named because it has been produced with its own production method in Tokat province for years. Tokat Kebab, which is made on special days in vineyards before becoming a commercial product in Tokat and its surroundings, is known as kebab obtained by combining and shaping the food products constituting its materials according to its own production method and cooking them in its own Tokat Kebab quarry. Tokat Kebab received geographical product indication due to its distinctive characteristics.

Uğrak Restaurant has been operating in Tokat Niksar Çamiçi region for 49 years. It serves customers in the most beautiful part of the region with its fresh air and location. It is offered to its customers with local kebabs made from natural lambs grown in plateau, skewers, germeç (a kind of meal of chicken), chopsteak and breakfast types, village bread, village yogurt, village eggs and plenty of salad types.



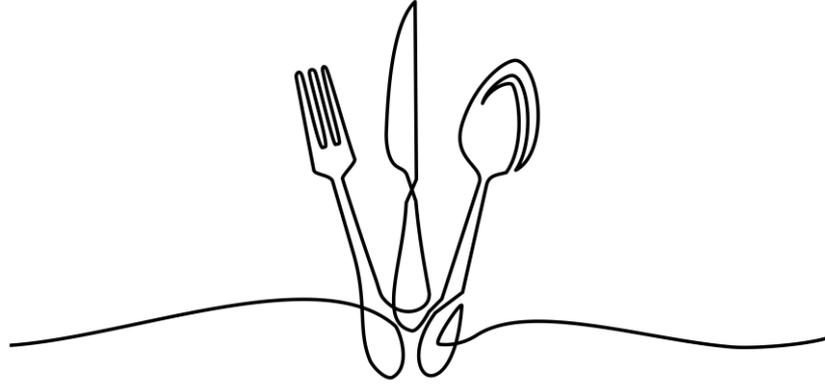
Useful Information

Address:

60600 Çamiçi Yaylası, Niksar/Tokat

Website:

[www.tokat.gov.tr/tokat-kebabi](http://www.tokat.gov.tr/tokat-kebabi)



ÖZ KALELİ GIDA



## ÖZ KALELİ GIDA

Tokat, which is a regional city with its cuisine and history, stands out with its products based on grapes and grapes that add tourism and economic value to the region. Zile molasses, made from "Narince" grapes, the most common of the forty-four types grown especially in the Zile region, is known as "çalma" in the region. In addition, dried layers of fruit pulp and churchkela and sweet tarhana are also produced significantly and consumed with great appreciation.

Zile Molasses contains plenty of grape cider. It is generally obtained from eggs with grape cider. This molasses is obtained by adding molasses marl to egg and grape cider. There are two different types of this molasses. These are: Zile Molasses with Walnut and Plain Zile Molasses. This molasses, which is usually consumed during breakfast in the morning, is consumed by sprinkling walnuts on it.

Özkaleli Brand was founded in 1940 by Hasan Özkaleli, grandfather of the directors of Özkaleli A.Ş. Orhan and Hasan Özkaleli. Today, directors of Özkaleli A.Ş. are the third generation of the family. They continued to produce Zile molasses until 1992 with traditional methods. Since this year, production of Zile molasses has been brought to modern, contemporary, new technologies. Without compromising its naturalness, it has been made healthier, lighter colored, more delicious, and more famous

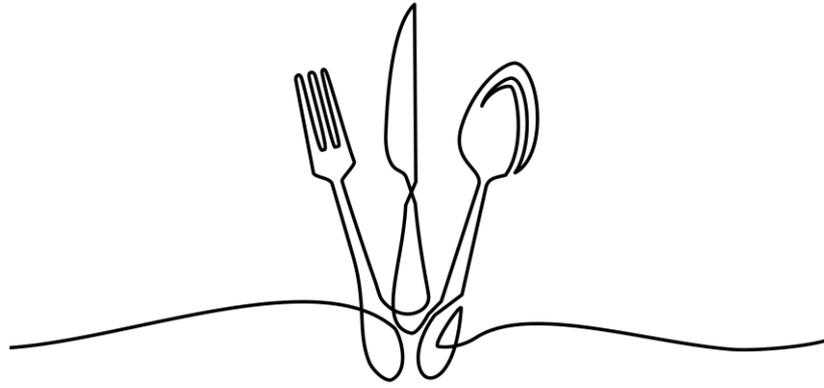
Useful Information

Address:

Sakiler Mah. Adnan Menderes Caddesi No:3 60400 Zile/Tokat/TURKEY

Website:

<https://www.ozkaleligida.com/>



## KATIPLER MANSION



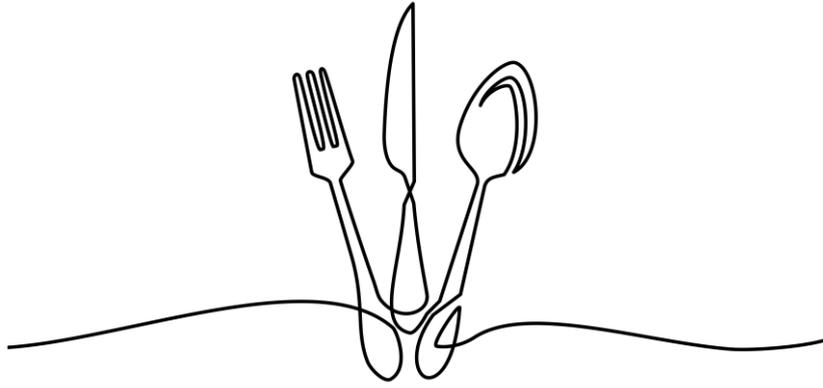
Seyit Mehmetzade Mustafa Efendi started his duty in Çorum in 1878 by appointing a battalion clerk to the Fourth Aged Soldiers Battalion of the Fifth Kengiri Regiment. In the following years, he joined the Turkish - Greek war with his battalion and was awarded the medal of honor and the Medal of Honor by Abdülhamit II for his success.

Construction of the mansion located on Alaybey Street begins when he returns to Çorum. The wooden mansion, whose construction was completed in 1882, bears all the characteristics of Abdulhamid period buildings. It has two floors and a garden in the plan type with interior sofa (also known as "karnıyarık" plan type). It is registered as a cultural asset to be protected and is located within the urban site area.



Useful Information

Address: Karakeçili Mah. 2. Sk. No:20 Merkez/ Çorum



## ÇORUM BEŞLİSİ



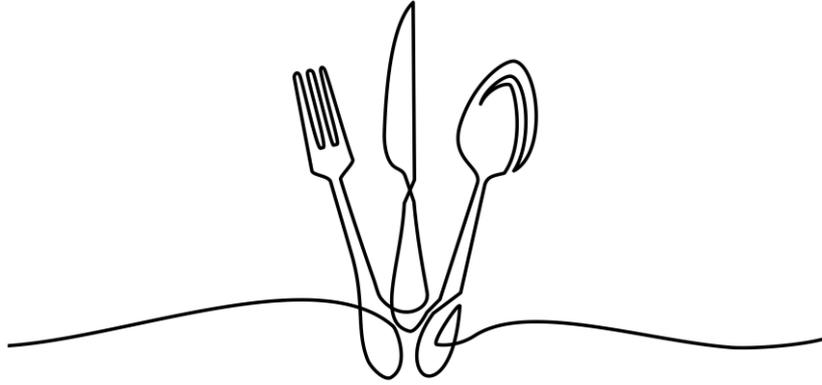
Çorum food culture has a separate place with its rich and diverse structure. In addition to the main flavors such as wedding soup, stew, rice, pastry with feta cheese filling and baklava, which are known as "Çorum Beşlisi" and made at weddings, there are food types and cooking types that have their own characteristics in the city center, districts and villages.



Useful Information

Address: It can be obtained from many places in Çorum province.

Website: [corum.ktb.gov.tr/TR-58764/ne-yenir.html](http://corum.ktb.gov.tr/TR-58764/ne-yenir.html)



## ÇORUM ROASTED CHICKPEA



Çorum's famous yellow roasted chickpea is made of dry chickpeas. The transformation of chickpeas into roasted chickpeas is the product of a month and a half of labor. In historical shops, single-roasted chickpeas are stuffed from sacks to cans to basins. The roasted chickpeas transferred to the oven, which reaches sufficient temperature with wood fire, are put back into sacks after the last roasting and put on the market. It is possible to find a roasted chickpea shop around every corner in our province.

Since then, the size of chickpeas grown in our region and their transformation into roasted chickpeas have gained a rightful reputation. However, after the sixties, chickpeas grown in the region started to be insufficient for roasted chickpea production and chickpeas were brought from other regions. Despite this, Çorum roasted chickpea has not lost anything from its reputation. The mastery in roasting processes, which have been passed down from generation to generation, plays an crucial role in this matter. While traditional roasted chickpea production, which gives chickpeas a distinct taste and golden yellow color, continues and modern methods which tube gas are used have also begun to be applied.

Its unique characteristics and intensive effort, diligence and unique flavor required by the manufacturing process are the most important reasons for carrying Çorum Roasted Chickpeas reputation from years ago to today.

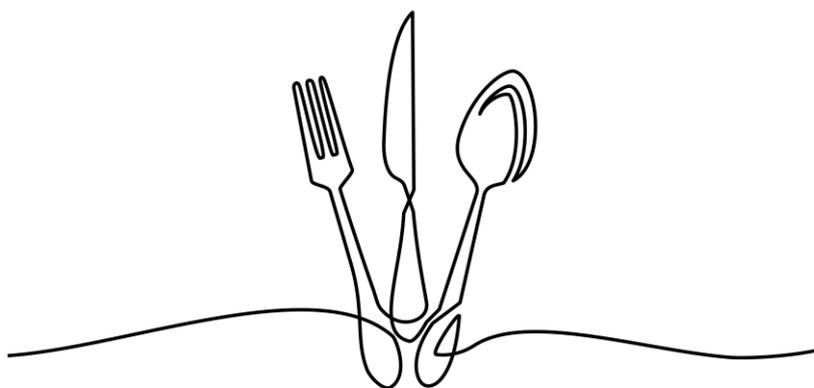
#### **Useful Information**

**Address:**

It can be obtained from sellers of dried nuts and fruits in Çorum province.

**Website:**

<https://corum.ktb.gov.tr/TR-58764/ne-yenir.html>



## SIGNATURE DISHES FROM IMERETI

Chicken satsivi - This dish is made by boiled chicken dipped in walnut sauce, spice and herbs.



Khachapuri on the skewer The cooking technique is pretty uncommon, delicious khachapuri is very popular in Imereti region. The dough and cheese is wrapped around the skewer and fried over charcoal.



Soko fried on keci with sulguni - It's a true gastronomy wonder. Washed mushroom caps are placed belly up and are salted than stuffed with cubed butter and sulguni, placed in an oven and roasted over medium heat.



Chicken in garlic - favorite dish for everyone, which is easy to prepare

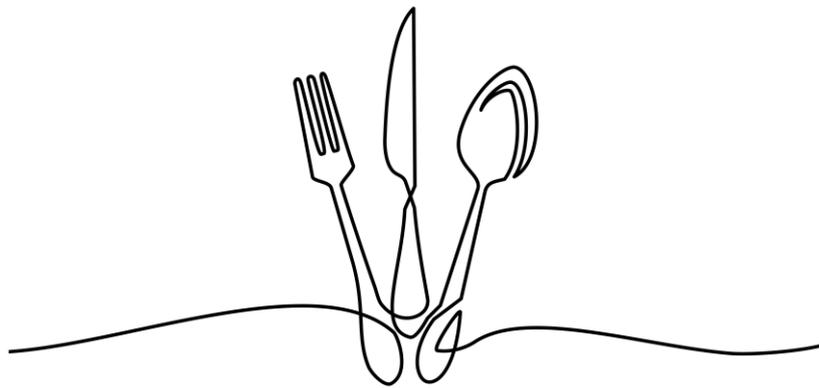


Roast suckling pig - is one of the most typical dishes of the cuisine of Imereti. The technique is the same as roasting any other kind of meat – you need good seasoning and time. A suckling pig is an ideal centerpiece for a traditional festive table



Different types of Pkhali - here is especially delicious made by local products, most common option is made from spinach, bell pepper, beets and eggplant with walnut and different spices.





## SIGNATURE DISHES FROM SAMEGRELO

Main signature of Megruli cooking is sulguni cheese, which is used to cook a variety of dishes. Samegrelo is distinct from other regions by number of dishes: Gomi (Corn flour porridge), Elarji (Gomi but with added sulguni while making it), Gebzhalia (Cheese roulette mixed with mint) and Kuchmachi (chicken livers with walnut sauce and pomegranate). Samegrelo is famous for making spicy dishes, also it shows in their condiments like Adjika and Tkemali. Megruli khachapuri is also very famous in Georgia.

Gebzhalia- made from cheese, curd cheese and mint. Gebzhalia means to marinate in milk, it has a distinct and refreshing mint flavor, It's usually eaten with Gomi or Mchadi.



Kupati - is a sausage made with minced meat stuffed in a wellwashed pigs' intestine.

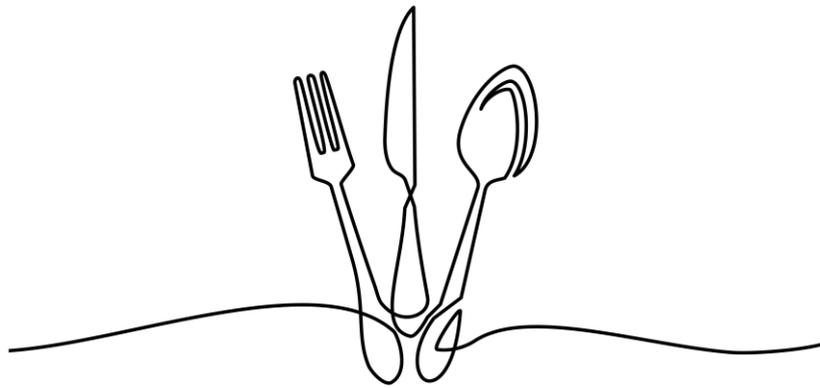


Walnut Kharcho - This dish is made by marinating boiled chicken in walnut sauce mixed with spices and herbs



Megruli Elarji - An appetizing dish from the Samegrelo region, it is made from coarse cornmeal, cornflour and Sulguni cheese - are boiled together. Elarji was considered a special dish for the guest of honor.





## SIGNATURE DISHES FROM RACHA

Shkmeruli - is a dish from racha, the name hails from the village named "Shkmeri", its racha jewel in Georgian cuisine - pan-fried chicken, milk and garlic sauce are added during preparation.



Lori - salted and smoked pork meat (Similar to bacon). They only make lori during the winter, they heavily salt the meat and put it in the smoking-room and let it smoke for 3 months.

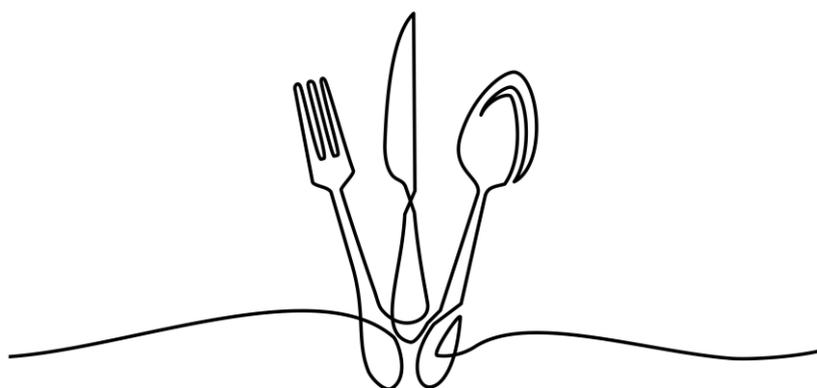


Lobiani - beans are boiled with lori, after that mixed with spices and cooked in Tone like Khachapuri after it finishes cooking, they brush Lobiani with fatty peice of lori or butter.



Abkhazuri - minced meat sausages, "wrapped" in a fat net.





## SIGNATURE DISHES FROM GURIA

Guruli cuisine is similar to Imeruli, with ingredient usage like poultry and vegetables/herbs. Corn flour and Fish are fried on Keci (clay pan). Guruli pie is a renowned dish in Georgia.

Guruli Pie - It's a crescent shape khachapuri with boiled egg cut in half inside it, its present in every family dinner during Christmas.



Flathead grey mullet (Kepali) - The fish dishes are popular near the seaside, fishermen catch flathead and serve it fried on pan, seasoned with herbs and lemon juice.



Chicken (Chick) in Bazhe - Fried chicken (Chick) in bazhe with walnuts. Its simplified version of Satsivi which is very prominent in Guruli cooking and is as delicious as Satsivi.



Mchadi - it is fried or baked bread prepared with co maze flour. It is very often served with lobio or chees. It's one of the main dough-based foods in Georgia.

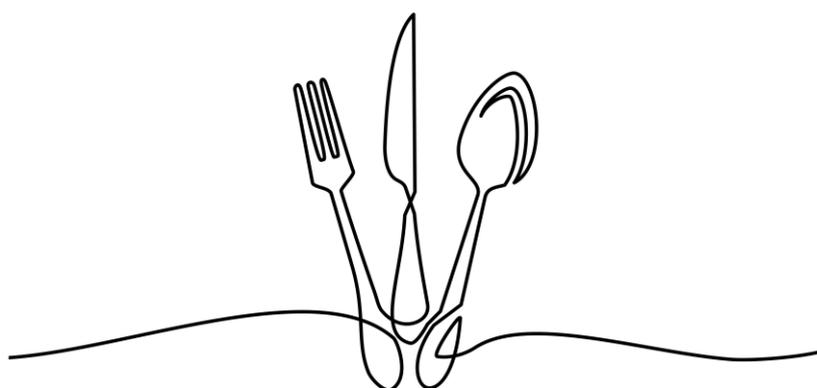


Nadugi - This is a product made after milk gets sour, it is produced in the regions of Western Georgia. Nadugi is made in different ways: with mint wrapped in sulguni leaves, garlic and sour cream are added to Nadugi, which gives it a unique taste.



Hashi - fatty pork or beef soup, which outwardly resembles a not completely frozen jellied meat. To create it, it is imperative to use a beef or pork leg, as well as the heart, lungs, liver and tongue. The taste is harmoniously complemented by hot garlic and a dozen spicy herbs.





## SIGNATURE DISHES FROM ADJARA

Adjarian cuisine is very diverse, it combines harsh mountain taste with the gentle aroma of the seaside. Popular dishes consist of: Borano (sliced cheese fried in ghee), Chirbuli (breakfast with eggs and walnut), Khavitsi (boiled corn meal with a lot of ghee involved), Kaimaghi and Sinora (made with nadugi and flat dough crackers). Adjarian cuisine uses a lot of ghee and milk-based products.

Adjarian Khachapuri - Khachapuri with the form of the boat. Legends say Lazi people who lived near the shore gave the dough shape of the boat. The dish contains cheese and butter mix placed in the boat shaped dough and putting a raw egg on top, which gives it amazing flavor and unique look. It's not a local presentation gimmick for the dish, ALL of the Adjaruli Khachapuri are served in the same shape.



Borano - Traditional dish hailing from Adjara, made with eggs, cheese, milk and butter/ghee mixed in a Keci (clay pan) and fried on high temperature. Sometimes people refer to borano as Georgian fund. Sironi - Its a very nutritious dish. - non rising dough is layered with boiling garlic nadugi and butter.



Sirni - Its a very nutritious dish. - non rising dough is layered with boiling garlic nadugi and butter.

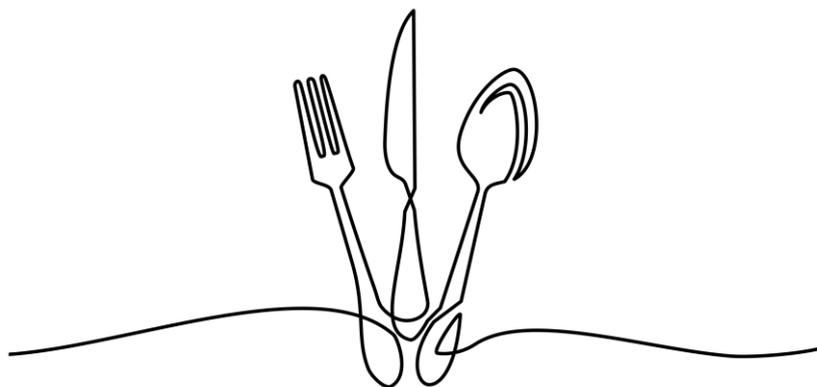


Mullet (Kepali) - with grilled salmon in Adjara, the mullet is also very popular



Pakhlava - a version of turkish Baklava, made with puff pastry, walnut and honey/sugar. It is said that Georgians adapted this dish from turkey and put their unique twist on it.





## DRINKS OF GEORGIA

## Horn



Drinking from the horn is a traditional moment of Georgian feasts. There are rules here. First, you should always listen to the toastmaster. He runs the evening, says toasts, knows in what order it is best to pronounce them and knows how to create an atmosphere for a feast.

Secondly, you cannot drink without toast. This is considered disrespectful and bad form - they don't drink here to get drunk. A feast in Georgia is a whole event where people communicate, get to know each other, open up, get closer to each other. Thirdly, when the master of ceremonies made a toast, drank from the horn and handed it to one of the guests, this guest should say the toast next. An important point: the toast must necessarily be on the same topic as the one said by the toastmaster. That is, you cannot propose a toast to love if the toastmaster drank to the parents before.

## Wine



Wine is a traditional Georgian alcoholic drink, without which no table can do. There is a wide variety of wines in local shops, the most popular of which are probably Saperavi (red), Tsinandali (white) and one of the Georgian highlights - Saperavi Rose.

However, Georgians prefer homemade wine during feasts, which is prudently prepared for such cases in tens of liters.

Georgian wine is best tasted at the place of its production, i.e. in the villages of the Alazani Valley and in the vicinity of Ambrolauri, where Khvanchkara, beloved by Stalin, is still produced. You can go on a tour of the winery in Tsinandali. There are many good wines in Georgia, but you shouldn't drink just one variety - Isabella. This is a semi-Rican variety of wine, which Georgians themselves contemptuously call "Odessa".

## Chacha



Chacha is also made from grapes. You can be offered it at any time of the day and in any weather. It is important to remember that it is very strong - it can reach 60 degrees.

The history of chacha, like any strong alcohol, begins in ancient times. From the moment the Greeks first invented the distillation of liquids. From the Greeks, Arab alchemists received this knowledge, who used it not to create alcoholic beverages, but to purify liquids for their experiments. From the beginning of the seventh century AD, the era of Arab expansion began, along with which the ability to purify liquids (distillation) came to Europe and the Caucasus. The climate of Georgia is ideal for growing grapes and fruit trees, and where there are many of these plants, winemaking is highly developed there. Georgians have been making wine since ancient times, but they learned to increase the strength of the drink after obtaining the distillation technology. Perhaps the distillation technology did not come from the Arabs, but from the Greek merchants who traveled across Eurasia and founded colonies and policies. Or with the Romans, during the era of conquest. It is impossible to establish this now. Having received the distillation technology, Georgian winemakers learned how to process cake (residues after pressing grapes - skins, seeds, pulp), making from it not mash, but one of the types of brandy. Over time, figs, kiwi, oranges and unripe grapes were used to make chacha.

## Mineral water



Georgia is rich in medicinal mineral waters. The most famous of them, of course, "Borjomi". She can be seen at traditional Georgian feasts. According to locals, this water prevents diseases of the gastrointestinal tract, helps the body to digest food more easily. But in the morning after the feast, the locals usually drink "Nabeghlavi", which is also rich in useful microelements.

## Georgian apiary tea



Another country where tea grows is Georgia. It also has an original recipe for an invigorating sweet drink, though unlike the two previous ones - an alcoholic one. It is very good to use it to keep warm from hypothermia.

# TYPES OF TARGET CLIENTS

Origin

local  
national  
international

Age

20-50 years old

Budget

medium budget  
high budget

## TRAVELER PROFILE

### Gastronomy enthusiasts / FRT/ SIT

- higher education background
- medium to high income
- considerable interest in national cuisines, traditions and crafts
- considerable interest in history issues
- people with healthy lifestyle habits
- travel in groups (family, friends, colleagues)

### Incidental enogastronomy fans

This group likes to add gastronomic and healthy components to their holiday trip. However, they have another primary reason for their journey. They may choose restaurants, eco-farms, wineries and other thematic locations that fit their plans.



## MARKETING STRATEGY

### ONLINE

1. Promotion on the website and in social networks, thematic forums.
2. Social media influencer integration and support local population and local tourism participants
3. Promotion and partnership with digital tourism newspapers and travel blogs
4. PDF guide and mobile app.

### OFFLINE

1. Promotion via visibility materials at HoReCa places, partnership with tourism offices
2. Establishing partnerships with tour operators and local tourism service providers, etc.

## NEW PRODUCTS / SERVICES RECOMMENDED

The tour offers opportunities for two main groups of tourists, namely: enogastronomic/ healthy enthusiasts and who seek recreational locations with national charm. Many local producers and true-believing individuals with personal farms/family wineries, collections, etc. do not identify the real potential of this tourism type that is one of the leading on the world level, and, moreover brings the high income in comparison with other ones. Thus, the market of local producers and eco-farms is not developed at necessary level, so it needs updates, support and promotion. In addition to this, using the experience of the leading countries, there is a good background for the development of the great range of new products. The recommended ones are: to recharacterize current acting production on the tourism aspect (conduction of wine-tasting, excursions, facilities for resting, etc), to cross over hobby to business; to include promotional component via online and offline tools; to pay attention on details and be qualified in chosen profession; use local elements and promote own culture and traditions; create on the basis of the production a small recreational complex (restaurant, hotel, etc.); involve bloggers and professional experts in promotional campaign.

**Agency of Sustainable Development and European  
Integration “Lower Danube” Euroregion”**

**Address: 58 Kyshynivska str., Izmail,  
Odesa region, Ukraine, 68600**  
**E-mail: [asdei.euroregion@gmail.com](mailto:asdei.euroregion@gmail.com)**  
**Website: [www.asdei.od.ua](http://www.asdei.od.ua)**

Joint Operational Programme Black Sea Basin 2014-2020

Agency of Sustainable Development and European Integration “Lower Danube” Euroregion”

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