

TROIA WINE ROUTE ISTANBUL LAUNCH

Press Release

Held on 11 June 2026 at Muutto Anatolian Tapas Bar in Galataport Istanbul, with the support of the Çanakkale Chamber of Commerce and Industry, the Troia Wine Route Istanbul Launch introduced the project to leading representatives of the tourism, gastronomy, wine, and travel sectors.

The event presented the Troia Wine Route as an integrated destination initiative that brings together the Troas Region's layered history, viticultural heritage, gastronomy, local production, and visitor experiences under a shared vision.

Participants included representatives from the Türkiye Tourism Promotion and Development Agency (TGA), TÜRSAB, Skal International, tourism professionals, journalists, wine experts, restaurateurs, tour operators, and content creators.

Beginning in Gallipoli and extending through Eceabat, Troy, Çanakkale, and Bozcaada, the route connects vineyards, accommodation, gastronomy, cultural heritage, and local life into a seamless visitor experience. The founding partners—Yükseltan Winery, Asmadan, Etruscan, Avec Hotel, Çamlıbağ, and Talay Winery—represent the first step in a project designed to grow through collaboration.

Presentations during the launch emphasised that the Troia Wine Route is not simply a wine route but a comprehensive destination model dedicated to preserving the Troas Region's cultural heritage while supporting sustainable regional development. The project aims to increase international recognition, strengthen local businesses, expand gastronomy and experience-led tourism, and establish the Troas Region and Bozcaada among the Mediterranean's leading oenotourism destinations.

The Istanbul launch marked an important milestone in the project's journey from a regional initiative to an internationally recognised cultural destination.