



## READY FOR AN AROMATIC JOURNEY?

“Sommeliers’ Selection Turkey Enologist+, 2021,” is the one of the two reference wine tastings event in Turkey that the wineries arrange their bottlings according to the events’ dates.

Imagine a wine tasting 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 do tasting with them.

A wine-lover-friendly, interactive and a reference point for Turkish wine; “Sommeliers’ Selection, Enologist+, 2021”, tasting will be held by Gustobar.

You can attend by purchasing a ticket to the event which is divided into three main sections: Taste & Talk, Workshops and Master Classes...!

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! Also, they find the chance to attend workshops and master classes held by producers, experts, MSs’ and MWs’.

The first section is the “**Taste & Talk**” that includes 250+ products from over 75 participant producers 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.

The second section of the event is the **Workshops**. While you are in Taste & Talk 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, producers and chefs will talk about their areas of expertise and products. Do not miss!

The third section of the event is the **Master Classes**.

There will be 7 Master Classes, held by;

- Ronan Sayburn MS & İsa Bal MS,
- Joe Wadsack (Winemaker / Broadcaster / Professional Wine Taster)
- Justin Howard-Sneyd MW (Winemaker / Senior Wine Buyer)

**MC-3** and **MC-7** will be held by two world famous \*Master Sommeliers, namely \*\*Ronan Sayburn MS and \*\*\*İsa Bal MS. They will present around 15 labels chosen from among the best wines available in Turkey (both local and imported), tasting them together with the participants while explaining the technical and sensory merits of their wine choices. Think of it as a great opportunity to taste and train with two of the top sommeliers in the world. Also, the producers or representatives of the selected wines will be on hand for a greet-and-meet that you can take the time to get more product information.

- MC-3: Sommelier’s Selection Tasting Tranche 1
- MC-7: Sommelier’s Selection Tasting Tranche 2



**MC-2** and **MC-6** will be held by a TV personality in BBC, winemaker, professional taster \*\*\*\* Joe Wadsack, for 25 years who has been a jury member and panel chair of International Wine Challenge among others! The subjects of MCs will be:

- MC-2: Discovering The Potential of Local Grape Varieties with Joe Wadsack
- MC-6: How to Blind Taste?

**MC-1**, **MC-4** and **MC-5** will be held by \*\*\*\*\*Justin Howard Sneyd MW an expert on wine trade since 2007, he has his own vineyards and wine production in the Roussillon region of the South of France. His extensive trade experience comes from his positions for many years in such as Laithwaite's Global Wine Director, wine consultant to the Masala World Restaurant Group, to Sainsbury's and to Waitrose. He will conduct 3 different "example tastings" for purchasing wines for:

- MC-1: Selecting Wines for Supermarket
- MC-4: Selecting Wines for Independent Wine Merchants
- MC-5: Selecting Wines for High End Restaurant

#### **Important Notes:**

**Due to the pandemic to enter to the event, vaccination card or 48 hours before PCR test will be required.**

Ticket Prices for the "Sommeliers' Selection Enologist+, 2021"

One day pass for Taste & Talk	: 375 TL (inc VAT)
Two days pass for Taste & Talk	: 500 TL (inc VAT)
Workshop	: 125 TL (inc VAT)
Master Class	: 300 TL (inc VAT)

**TICKETS ARE AVAILABLE @ PROGRAM** : [www.sommeliersselection.com](http://www.sommeliersselection.com)  
: [SS2021 Etkinlik Programı](#)

#### **HOURS**

Opening	: 10:00
Closing	: 18:00

#### **CONTACT:**

[taner.ogutoglu@gustobar.com](mailto:taner.ogutoglu@gustobar.com)  
0 532 322 25 91

**Note:** Speaker biographies are on the next page



[\*] **Master Sommelier:** This title is regarded as the toughest title in the world that a person can garner when it comes to wine tasting and serving. There are only 273 people who have achieved the right to put the title next to their names.

[\*\*] **Ronan Sayburn MS:** As of 2019 Ronan Sayburn became the CEO of Court of Master Sommelier.

A native of England, he holds an MS (Master Sommelier) title. His eponymously named company RS Wine Academy currently manages private client portfolios, offers WEST training and similar courses. Sayburn held the the UK Sommelier of the Year title and represented his country twice in the European Sommelier Competition. As such, he regularly judges at competitions, one of which is the prestigious Decanter World Wine Awards. He is the panel chair for the US wine at the Decanter World Wine Challenge. Having previously worked as the Chief Sommelier for the Gordon Ramsay group for 8 years and advised several restaurants, Sayburn continues to be responsible mainly for the wine of Pall Mall 67 in London.

[\*\*\*] **İsa Bal MS:** From 1999 to 2004, İsa Bal worked at the Michelin-starred Vineyard at Stockcross, a member of Relais & Chateaux, and at the Maggiores Restaurant in London. In 2005, he started working as the Chief Sommelier at the 3 Michelin-starred Fat Duck. He won the title of Best Sommelier in Europe in 2008 aside from reaping awards in various professional competitions. Most notably, he holds a MS (Master Sommelier) title (the Master Sommelier title is awarded to those who have successfully passed the world's most difficult exam in the field of wine service and culture. There are currently only 269 MS in the world). İsa Bal MS has recently become one of the entrepreneurs of Trivet restaurant which is recently opened in London on 29 October 2019. And naturally he is the head sommelier of Trivet. He is also a judge in Decanter World Wine Challenge.

[\*\*\*\*] **Joe Wadsack** /Wine Maker / Broadcaster / Professional Wine Taster): After studying Chemistry at Manchester University, Joe promptly went off to study to France and attaining a winemaking diploma from Bordeaux University in 1991.

After a stint helping to run his parents, now award-winning pub, he was picked up by national supermarket, J. Sainsbury to create a company-wide wine training course, teaching the staff about wine, beer and spirits. He was promoted to buyer for a year, from where he was head-hunted to Waitrose where he worked as a wine buyer for 5 years. During this time, he co-presented his first TV show, Great Wine Walks, taking him to South Africa, Australia, and the fine wine districts of France.

He went on to appear in numerous TV shows, Great Food Live, Saturday Kitchen, Ladette to Lady and Richard and Judy - where he co-authored their hugely successful Richard and Judy Wine Guide. Joe has most recently followed in Oz Clarke's footsteps as the co-presenter of award winning TV show BBC Food & Drink with the ebullient two Michelin star-chef, Tom Kerridge, and is the new wine expert on This Morning on ITV1 with wine enthusiast Phil Schofield and Holly Willoughby.

He has been a Panel Chair and judge for twenty five years at The International Wine Challenge, the world's largest blind wine tasting, and is a regular international judge at wine competitions throughout the world, including South Africa and Australia.

In 2005, Joe was awarded with the title of IWSC Communicator of the Year, and then won the award for a second time in 2016, making Joe Wadsack the only person to have won this illustrious award twice. He was also awarded with the International Wine Challenge's Personality of the Year award in 2015.

[\*\*\*\*\*] **Justin Howard-Sneyd MW** (Senior Wine Buyer & Winemaker) : Justin Howard-Sneyd MW left full time employment as Laithwaite's Global Wine Director (as responsible of 450 million USD trade) in early 2013 to start his own consulting business. Nowadays, Justin consults to a number of businesses around the world, mostly on buying and commercial performance. Justin heads up the Global Advisory Panel for the Global Wine Database and acts as Wine Consultant to the Masala World Group whose restaurants include Chutney Mary, Veeraswamy and Michelin starred Amaya. He sits on the Council of the Institute of Masters of Wine and heads up the Membership Committee. He is also a Director of The BIB Wine Company Ltd.

Prior to joining Laithwaite's, Justin spent 14 years as a wine buyer in the UK off-trade, including stints at supermarket chains Safeway and Sainsbury's. This culminated in almost five years in charge of the wine department at Waitrose, the UK's most successful premium supermarket where he led the team that garnered and continues to garner, so many awards.

In his early life, he worked in wine shops, ran a wine school, worked as a cellar-hand and assistant winemaker in four different countries. Since 2007, Justin has produced his own wine from 4 hectares of vines in the Roussillon region of the South of France, near the village of Maury. In 2015 he also launched his own, gold medal winning English sparkling wine – Hart of Gold.