



BİRECİK LOCAL ACTION GROUP SEPTEMBER 2021

BİRECİK GASTRONOMY FESTIVAL

PALATING TASTES

Birecik Local Action Group (Şanlıurfa) organized a "Gastronomy Festival" to promote local products under the theme of "Developing value-added products".

Birecik is almost a land of flavor with its *mezra* eggplant, which is grown only in the district, its richly flavored garlic, its local dishes that leave a taste on the palate, and its *local pistachio*, which is an important source of income in the region. However, the reputation of these flavors has been known only in the surrounding provinces until today. Birecik Local Action Group (BIRYEG), which aims to make these flavors known all over Turkey, has rolled up its sleeves to implement a series of projects and activities for the promotion and branding of local flavors. "Birecik Gastronomy Festival and Kite Festival" was the first step taken in this context.

PROJECT INFO

BUDGET: 45.000 TRY

PROJECT PARTNERS:

Birecik District Governorate

Birecik Municipality

All Restaurants and Tourism Association

PROJECT SUBJECT:

Festival



TASTING FESTIVAL

On the first day of the festival, which lasted for three days and attended by thousands of people from all over Turkey, local flavors were introduced. *Mezra eggplant*, which is grown only in the Birecik region and exported all over Turkey, was one of the most popular delicacies. Again, *local garlic*, *dried herbs* and *bitter-sweet pastes* were introduced. In addition to the presentation, the festival participants were given refreshments to taste the local dishes.

On the second day of the festival, *pistachio*, one of the indispensable ingredients of local desserts and meals, was introduced. At the same time, the visitors had the opportunity to taste the desserts and dishes made with these pistachios.

On the third day of the festival, a kite festival was held with the participation of young people and children.

While the activities at the festival were not limited to local delicacies, many artistic activities such as *sıra night*, folk dances, concerts, and Şanlıurfa city theater performances were also performed in the festival area.

The festival, which made a great impression in the local and national media, was reported in many media organs.



The aim is to mobilize all stakeholders

Restaurants and Tourism Association (TURES), one of the most important representatives of the food and beverage industry throughout Turkey, became one of the most important stakeholders of the festival. Incorporating more than 1,000 brands and nearly 12 thousand businesses, TURES supports branding and promotion activities in the sector. Birecik Municipality and Birecik District Governorate, which allocate the festival area, tents and promotional stands for the use of the festival, are among other important stakeholders. BIRYEG, on the other hand, undertook promotional expenses such as catering, bags, booklets, brochures, agendas, glasses, posters and banners. BIRYEG aims to continue its activities for the promotion of local delicacies together with other stakeholders from now on.



<https://biryeg.com/>