



PRESS RELEASE

All The Wines in The WAYANA Menu Served By The Glass!

Starting from September the 1st, WAYANA is serving all the wines in the Wine List by the glass. The critical point in serving wine by the glass is the risk of degradation in the quality of wine once the bottle is uncorked. If the bottle is not consumed within a reasonable time, being 2-3 days, the wine starts to oxidize and loses the quality.

The solution of WAYANA eliminates the risk of degradation by keeping the bottle intact. As long as the cork stays in place, there is no risk for wine to lose quality because there is no contact with the oxygen in the air. The wine is served by using a device called Coravin, a patented tool which uses a syringe-like needle which goes into the bottle through the cork. When the wine is poured, exact amount of argon gas is filled into the bottle to block the air contact. Argon, being tasteless, odorless, colorless, does not affect the wine either physically or chemically. So the wine in the bottle is preserved for indefinite period.

The tricky part is the competence of the staff who uses the device. The process needs to be performed delicately. Moreover the argon gas is expensive so if optimum usage is not applied, the cost per glass may be too high. So commercial wine bars are not willing to serve the wines by the glass.

WAYANA is the first pioneer in the wine community which is willing to take the risk. We believe that the wine lovers will love the idea of choosing any wine by the glass.

About WAYANA Wine Bar:

WAYANA Wine Bar is the second brand in the same shop by the entrepreneur family. Previous brand BEPPE was a high-end pizza shop with a strong wine menu until the pandemic. During the pandemic period, BEPPE brand had joined a cloud kitchen concept and reconstructed for delivery-only business.

On July 18, 2022, the family-run company launched WAYANA Wine Bar which is flourishing on the base of the previous business but this time wine becomes the main attraction with a strong tapas&appetizers menu.

The basic goal of WAYANA Wine House is to be a wine center which serves the local Turkish wines in the broadest sense. As of November 2022, WAYANA Wine Menu has 214 labels from 50 local wineries, all served by the glass and, of course, by the bottle. WAYANA plans to expand the wine menu to 500 labels with almost all the wineries of Turkey within 2023.

Another line of business is wine-tasting activities. Every month, WAYANA is organising a wine-tasting event under a main category. For 2022, the theme of the main category has been "Wine Regions of Turkey". Starting from October, 8 wines of 8 different wineries from the chosen region is tasted. The tasting series continue until the end of this year and cover all the regions of Turkey in 6 session which means a wine-lover has a chance to taste almost 50 wines of 50 different local wineries.

Please use the links to download the visuals:

[WAYANA logo \(png\)](#)

WAYANA Tasting Events

1. [Bozcaada Tasting Event \(jpg\)](#)
2. [Trakya Vineyard Route Activity \(jpg\)](#)

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