



# 91<sup>ST</sup> ANNIVERSARY OF THE REPUBLIC OF TURKEY

ADVERTISING FEATURE

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Traditional: Turkish coffee and Turkish delight.

## Coffee 'but an excuse' for celebration

FROM the days of the Ottoman Empire until the present, coffee has played an important role in Turkish lifestyle and culture.

Turkish coffee, with its special preparation and traditional presentation, was included in the *UNESCO Intangible Cultural Heritage List* in 2013. The tradition itself is a symbol of hospital-

ity, friendship and entertainment in Turkish culture and daily life.

Turkish coffee is served in small cups, accompanied by a glass of water and Turkish delight, and is mainly drunk in coffee houses where people meet to chat and play games.

The grounds remaining in the

empty cup are often used to tell a person's fortune. Turkish coffee is celebrated in literature and songs, and is an integral part of social occasions such as engagement ceremonies.

A famous Turkish saying is that "One neither desires coffee nor a coffeehouse. One desires to talk with others, coffee is but

an excuse," while another states that "The memory of a cup of coffee lasts for 40 years".

Sweets are another important component of Turkish cuisine – according to an old Turkish aphorism you should "Eat sweetly and speak sweetly".

Turkish delight, or lokum in Turkish, has an important place

in the Turkish culture. Derived from the phrase "rahat-ul hulküm" meaning "throat-soothing" in Ottoman Turkish, lokum often graced the table of the sultans, served as an accompaniment to coffee.

In Turkey lokum represents hospitality, friendliness and pleasure.

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