



Abant Sosyal Bilimler Dergisi

Journal of Abant Social Sciences

2025, 25(2): 779-791, doi: 10.11616/asbi.1658315



The Gastronomic Product of the Gastronomy City of Gaziantep: Menengiç Coffee

Gastronomi Şehri Gaziantep'in Gastronomik Ürünü: Menengiç Kahvesi

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Geliş Tarihi (Received): 15.03.2025

Kabul Tarihi (Accepted): 01.05.2025

Yayın Tarihi (Published): 31.07.2025

Abstract: The aim of this research is to examine the culinary culture characteristics, gastronomic and economic value of Menengiç Coffee, one of the ethnic products representing Gaziantep cuisine, and to determine the effects of this product on gastronomy tourism and the local economy. The first city in Türkiye to receive the gastronomy title is Gaziantep, and this research includes face to face interviews with eight local producers of its geographically indicated product, Menengiç coffee. According to the findings, it was determined that it is produced with traditional methods, has an intense pistachio aroma. Menengiç coffee has been seen as a symbol of friendship and hospitality. It has been determined that the export of coffee to many foreign countries makes significant contributions to the employment and economy of the region.

Keywords: Gastronomic Product, Menengiç Coffee, Gaziantep Cuisine

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Öz: Çalışmanın amacı, Gaziantep mutfağının önemli gastronomik ürünü olan Menengiç kahvesinin mutfak kültüründeki özelliklerini, gastronomik ve ekonomik değerini incelemek ve bu özgün ürünün gastronomi turizmi ve yerel ekonomi üzerindeki etkilerini belirlemektir. Araştırma, Türkiye'nin ilk gastronomi ünvanına sahip şehri Gaziantep'in coğrafi işaretli ürünü olan Menengiç kahvesi üretimi yapan 8 yerel üretici ile yüz yüze görüşmeleri kapsamaktadır. Buna göre, Menengiç kahvesinin üreticiler tarafından geleneksel yöntemlerle üretildiği, yoğun Antep fıstığı aromasına sahip olduğu belirlenmiştir. Menengiç kahvesi dostluk ve misafirperverliğin sembolü olarak görülmüştür. Çok sayıda ülkeye ihracatı da yapılan kahvenin bölge istihdamına ve ekonomisine önemli katkılar sağladığı saptanmıştır.

Anahtar Kelimeler: Gastronomik Ürün, Menengiç Kahvesi, Gaziantep Mutfacı

Atıf/Cite as: Akın, A., Mutlu, H. T. (2025). The Gastronomic Product of the Gastronomy City of Gaziantep: Menengiç Coffee. *Abant Sosyal Bilimler Dergisi*, 25(2), 779-791. doi: 10.11616/asbi.1658315

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1. Introduction

Coffee, considered the most popular beverage in the world today, has been consumed for over a thousand years (Sobésa Café, 2008) Arabia played an important role in the spread of coffee drinking culture, and the oldest manuscripts mentioning coffee culture date back to 575 in Yemen (Neves, 1974). Coffee production was made in Yemen in the 13th century with seeds brought from Ethiopia by Arabs (Monaco et al., 1977).

Coffee, valued by millions of people worldwide, is obtained from the roasted seeds of *Coffea* trees, which are from the Rubiaceae botanical family (Davis et al., 2006). Coffee is mostly grown in tropical and sub-tropical regions of the world, especially in Brazil, Vietnam, Indonesia, Colombia, Ethiopia, India and Mexico (Oliveira and Franca, 2015). It is reported in the literature that coffee spread to the world after the 15th century (Aşık, 2017). Before and even after the spread of Rubiaceae *Coffea* to the world, there were difficulties in reaching countries/regions for various reasons. For this reason, there has been the existence of equivalent herbal coffees with local characteristics in terms of cooking technique and consumption purpose. These herbal coffees have been shaped according to the economic conditions of the place where they are consumed, depending on the geographical, cultural and historical experiences (Baycar, 2021).

Türkiye was introduced to coffee as a beverage in the 16th century (Deniş, 2011). Coffee trees do not grow naturally in Türkiye, but they have a very important place in Turkish culture (Desmet-Grégoire, 1999). "Turkish Coffee and Tradition" has been included on the Representative List of Intangible Cultural Heritage of Humanity. In Türkiye, the coffee tradition is a symbol of hospitality, friendship, and refinement that permeates every aspect of social life. An invitation to drink coffee among friends provides an opportunity for intimate conversation and sharing of daily concerns. Turkish coffee also plays an important role in traditional and cultural events such as engagement ceremonies and feast days. Turkish coffee takes part in literature, songs, and ceremonies. In this context, coffee is considered an indispensable part of Turkish cultural heritage (UNESCO, 2013).

Although Rubiaceae *Coffea* trees do not grow in Türkiye, the country has significant riches in terms of local plants grown as coffee. Especially in times of war and years of economic hardship, since it was not possible for people to reach a cup of coffee made from coffee beans, different plants were tried to be used instead of coffee beans (Kızılarşlan-hançer et al., 2019). These types of coffees are known as "plant coffee" or "grain coffee". Although some of the plants show regional differences, they are roasted and ground and used as raw materials like coffee. Menengiç, chicory, black cumin, chickpea and acanthus are the plants/grains with the highest gastronomic potential used for this purpose.

Menengiç coffee made with *Pistacia Terebinths* fruits is also the most famous and traditional herbal coffee in Türkiye (Secilmis et al., 2015). It constitutes an important part of Gaziantep's gastronomic heritage. The aim of this research is to examine the characteristics of Menengiç coffee, one of the most important ethnic products of Gaziantep cuisine, in culinary culture, its gastronomic and economic value, and to determine the effects of this region-specific product on gastronomic tourism and the local economy. Within the scope of this purpose, this research is important because it will be the first comprehensive study to investigate and reveal the cultural and gastronomic importance of Menengiç Coffee. In addition, it will contribute to Gaziantep's gastronomic tourism by increasing the consumption of it and encouraging its popularity. This article contributes to both theory and practice by analyzing all these processes through the example of Menengiç coffee, a geographically indicated and gastronomic product, filling a research gap in understanding the intersections between its cultural and local economic impact and gastronomy tourism.

2. Conceptual Framework

Gaziantep is a province located in the Southeastern Anatolia Region of Türkiye with a history of 6000 years. Gaziantep has been influenced by different cultures because it has hosted many civilizations in the past and is located on trade routes (Akın, 2018). This reality has played an important role in the formation of a rich culinary culture in Gaziantep and in the city being known as a gastronomy destination. In this context,

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Gaziantep was awarded the title of "Gastronomy City" within the scope of UNESCO's Creative Cities Network in December 2015 (UNESCO, 2015). Gaziantep has many registered gastronomic products (approximately 106). Gaziantep Menengiç coffee is one of them and was registered by the Turkish Patent and Trademark Office in 2020 by issuing a "Geographical Indication Registration Certificate" (Turkish Patent and Trademark Office, 2024).

Menengiç (*Pistacia Terebinthus* L.) is known as a fruit species belonging to the Palaestina Engler taxon of the *Pistacia* genus of the *Anacardiaceae* family (Davis, 1967). It is a deciduous shrub tree that grows in the Marmara, Northern and Southern Anatolia Regions of Türkiye, as well as in the rocky parts of the coastline of the Mediterranean Regions and in the pine forests of the Taurus Mountains at an altitude of approximately 1600 meters and reaches a height of 2-3 meters (Özuslu et al., 2009). Menengiç (*pistacia*) fruits, which have been grown in the mountainous areas of Gaziantep province since the 1600s, are consumed under the name of "Menengiç Coffee" by roasting, pounding or grinding (Turkish Patent and Trademark Office, 2024).

Menengiç is a fruit known for its unique taste and aromatic properties since ancient times, rich in oil, protein and dietary fibers, but does not contain caffeine due to its biological structure (Secilmis et al., 2015). Its spherical fruits are approximately 4 to 6 mm in size and have a bluish green color when ripe (Dalgıç et al., 2011).



Picture 1. Menengiç tree and drying in the sun (Source: Photographed by the author)

The Menengiç fruits are collected, washed and dried in the sun. The dried fruits are then roasted until they turn brown. After roasting, they are pounded until they become a paste or ground in stone mills. The paste-like liquid obtained by pounding them is produced and consumed as Menengiç coffee in Gaziantep (Baytop, 1999).



Picture 2. Dried and roasted Menengic grains (Source: Photographed by the author)



Picture 3. Crushing Menengic by traditional (stone mill) and modern method (Source: Photographed by the author)



Picture 4. Paste consistency Menengiç and Menengiç Coffee (Source: Gaziantep Tahmis Kahvesi, 2024)

Since Menengiç Coffee is healing by the people of Gaziantep, it is consumed especially in the winter months to treat sore throats, coughs and colds (Yılmaz, 2012). It is also used as a medicinal aromatic plant in different parts of the world. According to Topçu et al. (2007), it has been stated that Menengiç fruit is used for different purposes in some regions due to its antioxidant effect. In addition to its diuretic and stimulant effects, it is stated that Menengiç Coffee is beneficial in eliminating stomach pain, asthma, rheumatism, diabetes and some heart diseases (Baytop, 1984; Matthäus and Özcan, 2006; Walheim and Stebbins, 1981). It is also accepted among the people that it has benefits such as healing wounds, helping to break down kidney stones, beautifying the skin, eliminating bad breath and increasing breast milk (Dalgıç et al., 2011; Özcan, 2004).

In particular, the way tea and coffee are consumed among the people is an important indicator of social relations and social hierarchy in Gaziantep. The ancient knowledge of the people combined with the information they learned from media channels has created an important awareness of healing drinks. In addition, the sense of belonging developed towards local drinks is seen as an important factor in the survival of these drinks (Yılmaz, 2012).

3. Methods

The aim of this research is to examine the characteristics of Menengiç coffee, which has an important place in Gaziantep cuisine, in culinary culture, its gastronomic and economic value, and to determine the effects of this unique product on gastronomic tourism and the local economy. Qualitative research method was used for this purpose. Researchers can conduct qualitative research in order to explain the basic characteristics of individual and social events, and for this reason, they observe people in their natural environments and examine the formation processes of events and phenomena (Baltacı, 2018). From a theoretical perspective, since qualitative research is generally based on interviews and observations, content analysis is considered among the basic design components of this research (Creswell, 2013). Content analysis is based on the principle of examining written, verbal and visual messages according to certain models and themes (Leedy and Ormrod, 2015). Using content analysis allowed the participants'

statements to be grouped and interpreted thematically. In this way, it was aimed to understand the cultural, gastronomic and economic dimensions of Menengiç coffee in a comprehensive way.

This study is based on a qualitative model, and interviews were conducted with businesses that produce Menengiç coffee at different scales from Gaziantep province using a semi-structured questionnaire. This research was designed with the "purposeful sampling method". In this context, eight businesses with knowledge and experience in Gaziantep Menengiç coffee production were selected. In the sample selection, a classification was made to represent different profiles such as Traditional Family Business, Innovative Producer, Local Women's Cooperative, Touristic Boutique Coffee Shop, Field-Based Producer, Regional Entrepreneur, Traditional Stone Oven Coffee Shop, New Generation Young Entrepreneur. This situation made it possible to understand the different approaches in the production and consumption processes of Menengiç coffee.

The prepared interview form consists of four demographics and seven research questions. The interview questions were updated by receiving the evaluations of three gastronomy academics before the application. Semi-structured open-ended questions are given in Table 1. Participants are indicated with the letter P (P1, P2, ..., P8). The interviews were conducted face-to-face in the participants' production areas 30 November -30 December 2024, thus contributing to the processes through observation. All interviews were recorded with a voice recorder. Similar statements of the participants in the themes were converted into codes, analyzed and grouped. The approval of the participants was obtained at the beginning of the research and ethical principles were followed. Ethics committee permission was granted regarding the interviews held on November 29, 2024 by the Scientific Research and Publication Ethics Committee of Bolu Abant İzzet Baysal University for conducting interviews with the participants.

Table 1: Open-ended Questions Asked to Participants in the Semi-structured Interview Form

1	What are the traditional methods and current techniques you use in growing and processing Menengiç coffee?
2	What are the characteristics that distinguish Menengiç coffee from other types of coffee in terms of flavor and aroma?
3	What are the health benefits of consuming Menengiç coffee and is there a cultural or social tradition regarding its consumption?
4	Apart from being a beverage, with which products is Menengiç coffee used in the kitchen?
5	How would you position Gaziantep Menengiç coffee in the context of gastronomy tourism?
6	What do you think is the contribution of Menengiç coffee production to the economy of Gaziantep?
7	What are your suggestions about the sustainability of Menengiç coffee?

4. Results and Discussion

4.1. Demographic information about participants

The demographic information of local producers of Gaziantep Menengiç coffee is shown in Table 2. Accordingly, the oldest participant is 70 years old and the youngest is 28 years old. The average age is 49.5 and the participants are in different age ranges. One of the participants is a primary school graduate, three are secondary school graduates, two are high school graduates and the other two are university graduates, and five of them are male and three are female. It is seen that the participants have professions such as farmer, producer, business owner and cooperative leader.

Table 2: Demographic Information of the Participants

Participant	Type of Business/Participant Profile	Gender	Age	Education Level	Profession
P1	Traditional Family Business	Male	60	Middle School	Farmer
P2	Innovative Producer	Male	45	High School	Producer/Owner
P3	Local Women's Cooperative	Female	38	Primary School	Cooperative Leader
P4	Touristic Boutique Coffee Maker	Female	50	Lise	Producer/Owner

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P5	Field Based Producer	Male	65	Middle School	Farmer
P6	Regional Entrepreneur	Male	40	University	Producer/Owner
P7	Traditional Stone-Oven Coffee Maker	Male	70	Middle School	Producer/Owner
P8	New Generation Young Entrepreneur	Female	28	University	Owner

4.2. Evaluation of Menengiç coffee from the perspective of producers

Participants were asked the question, *"What are the traditional methods and techniques you use in growing and processing Menengiç coffee?"* Seven of the participants stated that Menengiç production is done using completely natural methods. Ripened menengiç fruits are hand-picked and dried in the sun, then roasted in a stone oven and then ground in stone mills to extract the oil and make a paste. However, the New Generation Young Entrepreneur (P8) stated, *"We blend traditional and modern methods. After hand-picking the nuts, we dry them naturally in the sun. We preserve their aroma by roasting them at low heat. We use modern grinding machines in the process of turning them into paste. In this way, we make both the taste and quality sustainable."* Vu et al. (2022) also emphasized the value of preserving traditions and traditional production for Vietnamese coffee while also considering innovative practices and strategies.

Table 3: Participants' Opinions about Menengiç Coffee

Participants	How many years have you been producing Menengiç coffee?	Who did you learn about production from?	How is it different from other types of coffee in terms of flavor and aroma?	What are the benefits?	What is its cultural and social significance?
P1	60 years	Grandfather (family tradition)	Natural flavor reminiscent of Antep Pistachios	Facilitates digestion, balances cholesterol.	Symbol of friendship and hospitality
P2	12 years	Father	No caffeine, intense peanut	Supports cell renewal and strengthens immunity.	Tradition of serving to guests in winter
P3	8 years	Father	Smell and aroma like pistachios	Supports skin and hair health. Facilitates digestion.	Drinking on special occasions such as weddings and engagements
P4	20 years	Father	Aroma that combines slightly sour and sweet	Cleanses the body from harmful toxins, Facilitates digestion.	Drinking on special occasions
P5	35 years	Grandfather	Intense pistachio aroma	Calms the nervous system. Reduces cough.	Tradition of serving guests in winter
P6	10 years	Father	A slightly bitter and sweet taste	Support heart health. Accelerate metabolism.	Drinking on special occasions such as wedding or engagement
P7	50 years	Grandfather	Earthy and pine-like aroma	Accelerate metabolism. Strengthens metabolism.	Symbol of friendship & hospitality
P8	5 years	Father	Antep pistachios	Support skin & hair health. Diuretic.	Symbol of friendship & hospitality.

Participants stated that Gaziantep Menengiç coffee has been produced in their businesses for 50-60 years and that they learned it from their fathers or grandfathers. Participants stated that it is different from other coffees, especially Turkish coffee, in terms of flavor and aroma. However, they stated that "*Menengiç coffee has a strong pistachio flavor, a slightly bitter and sweet flavor.*" Kelebek et al. (2024) stated that the coffee produced from juniper berry fruits, known as "andız" in Turkey, also has a bitter taste but a strong pine aroma. Additionally, Küçükata and Yetim (2021) stated that kopi luwak coffee, produced from organic beans eaten and later excreted by the luwak cat, has flavors of fruits -especially banana and pineapple - as well as caramel and hazelnut. Gahwa Saudi, the traditional coffee of Saudi Arabia, is prepared by adding spices such as cardamom, saffron and cloves. The coffee contains an intense spicy smell and aroma (Maspul, 2023b). Coffees have different aromas, tastes and smells depending on their botanical characteristics.

Participants' views on the benefits of Menengiç coffee are also included (Table 3). In this context, there are common views that it facilitates digestion, strengthens the immune system, supports skin and hair health, and relieves rheumatism and heart diseases. There is also evidence in the literature that Menengiç coffee is used as a medicinal aromatic plant and is effective in relieving similar ailments (Topçu et al., 2007; Baytop 1984; Matthäus and Özcan, 2006; Walheim and Stebbins, 1981). Frackiewicz, Tarwacka and Drywień (2023) presented evidence that herbal coffees may have anti-cancer and anti-aging effects. Ayseli and Coşkun (2024) also stated that traditional herbal coffees, such as cardamom-infused Mirra coffee, have been used worldwide in traditional and folk practices for the treatment of blood sugar issues, dental infections, throat inflammation, cough, flu, and diarrhea. This situation is similar to the research results. Therefore, it is possible to say that herbal coffees provide important benefits for human health.

In addition, participant statements regarding the cultural or social importance of consuming Menengiç coffee were determined. Accordingly, it was determined that it accompanies traditions such as being a symbol of friendship and hospitality (P1, P7, P8), drinking it on special occasions such as weddings and engagements (P3, P4, P6), and serving it to guests in winter (P2, P5). Coffee also has a great socio-cultural importance in Ethiopia. Accordingly, Ethiopians use coffee as a means of social interaction in individual conversations or in discussing problems, resolving disputes, and celebrating the birth of babies (Bulitta and Duguma, 2021). In Serbia, there is also a tradition of long hours of drinking coffee and spending time in friendly conversations, which is mainly a Turkish tradition (Blatesic and Stanic, 2019). In most Arab cultures (Gahwa Saudi), drinking coffee is seen as a means to come together and talk about common topics (Maspul, 2023a). These findings are similar to the research results.

Table 4: Use of Menengiç Coffee with Other Products Other Than as a Beverage

Products in which Menengiç coffee is used	f (frequency)
Milk desserts	8
Cakes & cookies	8
Chocolate cake	6
Ice cream	5
Breakfast paste	3
Coffee cocktails	2
Flavoring in dessert sauces	2

The participants were asked the question, "**In addition to being a traditional beverage, with which products is menengiç coffee used in the kitchen?**" Many of the participants stated that the paste consistency of menengiç coffee is used in milk desserts, cakes and cookies, and this was repeated 8 times by the participants (Table 4). In addition, they stated that it is used as a flavoring in ice cream, chocolate cake, breakfast paste, coffee-based cocktails and dessert sauces. "*We use menengiç coffee to add a special aroma in chocolate production. Some luxury restaurants develop original recipes using menengiç aroma in dessert sauces or coffee-based cocktails.*" (P2). "*The menengiç paste produced in our business is offered to guests in the breakfast menus*

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of local food and beverage businesses, allowing the introduction of Gaziantep's local flavors." (P4). Eckhardt et al. (2022) also stated that various products such as juice, jam, jelly, puree and flour were made from cherry coffee (cascara) extract.

It makes significant contributions to Gaziantep in terms of gastronomy tourism. The city also increases the international recognition of Menengiç coffee and provides additional income to the regional economy. The participants were asked the question **"How do you evaluate Gaziantep Menengiç coffee in terms of gastronomy tourism?"** All participants stated that they organize tasting events, production workshops, open doors days, and traditional food tours to promote Menengiç coffee. *"We offer tourists an authentic experience by introducing Menengiç coffee in regional food tours."* (P6). *"In our business, we organize Menengiç coffee tasting events for tourists and explain the coffee production process in detail."* (P4). *"It is likely that Menengiç coffee will become more popular in the international gastronomy field. We are trying to increase awareness of the unique taste and benefits of this coffee and the interest in Menengiç coffee with gastronomic tasting tours."* (P2).

Table 5: The Impact of Menengiç Coffee Production on the Economy of Gaziantep

Participants	Production Capacity (Ton)	Economic Value (Million TL)	# of Employees	Export Countries	Highlights
P1	10	1	6	-	Local supply support
P2	25	2.5	10	Russia & Middle East	Export-oriented
P3	5	0.5	15	-	Mainly women's labor
P4	8	1.2	7	Dubai & Middle East	Tourism income contribution & export oriented
P5	15	1.5	12	-	Natural & environmentally friendly production
P6	20	2	18	Japan Tokyo	Increasing youth employment & exports
P7	12	1.3	8	Middle East	Export-oriented
P8	7	0.7	5	-	Focused on digital marketing

The participants were asked the question **"What is the contribution of Menengiç coffee production to the economy of Gaziantep?"** The answers are shown in Table 5. According to the answers, Menengiç coffee production makes significant contributions to the economy of Gaziantep in many ways. The production capacities of the enterprises vary between 5 tons and 25 tons. This diversity reveals the difference in the scale of the enterprises and the economic importance of Menengiç coffee production in the region. The highest economic value is provided by P2 with 2.5 million TL, which shows that innovative methods and export-oriented strategies can increase economic returns. It is exported primarily to Middle Eastern countries, as well as Russia, Dubai, Japan and Tokyo (P2, P4, P6, P7). The lowest economic value is provided by P3 with five hundred thousand TL, which shows that women's labor is an important tool for achieving economic independence and makes a great contribution in social terms. The employment provided by Menengiç producers in the region varies between 5 and 18 people per business. While P6 provides a solution to the unemployment problem in the region by working with a team of 18 people, P3 contributes to gender equality and women's economic freedom by providing employment to 15 women.

Salazar and Akaki (2021) also conducted interviews with small and medium-sized coffee producers who produce traditional Mexican coffee with geographical indications. In this context, they determined that coffee production through the designation of origin creates economic benefits by encouraging employment and the development of the tourism sector. In Portugal, coffee production as a gastronomic product is very important for local economies (Dinis et al., 2021). The spread of traditional coffee culture and tradition

plays an important role in diversifying the destination supply and improving the quality of life of local communities by creating income and employment (Kleidas and Jolliffe, 2010). Maspul (2023a) study has proven that the production of Riyadh traditional coffee through SMEs supports local economic development in Saudi Arabia. It has also been stated that the government and coffee industry stakeholders should support sustainable practices in coffee production. The findings support the results of the research.

The question “**What are your suggestions for the sustainability of Menengiç coffee?**” was evaluated by local producers as follows: “Traditional production” was repeated 7 times in the interviews. In addition, suggestions such as “protecting Menengiç trees and supporting new tree planting projects”, “promoting activities, agricultural incentives and supporting organic farming”, “establishing local cooperatives” and “supporting SMEs” were received regarding the sustainability of Menengiç coffee. All these “codes” are important components for the sustainability of it. The opinions of local producers on the sustainability of Menengiç coffee are shown in Table 6.

Table 6: Participant Opinions on the Sustainability of Menengiç Coffee

Sustainability Recommendations	f (frequency)
Traditional production	7
Protection of Menengiç trees & Support for new tree planting projects	6
Promotion activities	6
Agricultural incentives & Support for organic farming	5
Establishment of local cooperatives	4
SME support	3

5. Conclusion

Within the scope of this study, the production, characteristics in culinary culture, gastronomic and economic value of Menengiç coffee, a geographically indicated product specific to Gaziantep cuisine, were examined. In this context, various information is obtained about the production of Menengiç coffee, its differences from other coffee types, its health benefits, areas of use, and its contribution to the regional economy and gastronomy. Menengiç coffee, which has been determined to have an important place in the cultural and gastronomic history of Gaziantep, is produced with traditional production methods and stands out as a flavor specific to the region. Menengiç coffee, which is processed with traditional tools such as stone mills and stone ovens, is distinguished from other coffee types with its unique pistachio aroma and caffeine-free structure. Thanks to these features, it attracts attention as a potential product in both local and international markets. In the study, it was determined that Menengiç coffee production, in addition to providing local supply, is exported to Middle Eastern countries, especially Russia, Japan, Tokyo and Dubai, and provides employment to a significant number of people.

According to the research findings, Gaziantep Menengiç coffee has a strong potential in terms of gastronomy tourism as it is used in products such as milk pudding, cookies, cake, breakfast paste and ice cream, in addition to being a traditional beverage. Menengiç coffee, which is paired with breakfasts and desserts in the menus offered in local hotels and restaurants, offers a unique taste to tourists and contributes to the promotion of the region. Tasting events and coffee making workshops for tourists are used as effective tools in the international promotion of Gaziantep Menengiç coffee. In this study, one of the reasons why it is preferred is its health benefits. Its antioxidant properties, cholesterol balancing effect and contributions to the digestive system are in line with the increasing healthy life trends. This coffee, which is considered a “source of healing” by the local people, is consumed especially in the winter months for its warming feature and its cultural role in strengthening friendships. This situation ensures that Menengiç coffee is valued not only as a beverage but also as a cultural experience. In the study, it was determined that Menengiç coffee producers took various steps for the sustainability of this process. In this context, activities such as protecting Menengiç trees, supporting new tree planting projects and traditional production are important within the framework of environmental sustainability.

As a result, the gastronomic product Menengiç coffee has great potential for Gaziantep both culturally and economically. To increase the popularity of Menengiç coffee among the young generation, it is necessary to intensify the promotional activities on digital platforms and integrate it into modern consumption habits with different presentation forms. As a gastronomic product with cultural and economic value, Menengiç coffee has the potential to reach wider audiences in the future. In this context, cooperation between producers and local governments, institutional support and promotion, and explaining the characteristics of the gastronomic product in books and brochures will contribute to Menengiç coffee gaining the value it deserves at domestic and international levels and to the sustainability of similar traditional products.

This study only examines the registered product of Gaziantep, Menengiç coffee. Different studies can be conducted for other gastronomic products of Gaziantep province that will contribute to the findings of the current study. For this reason, it is thought that other gastronomic products of the region, apart from Menengiç coffee, should be determined and support should be given to tourism, the economy and promotion of the region.

Finansman/ Grant Support

Yazar(lar) bu çalışma için finansal destek almadığını beyan etmiştir.

The author(s) declared that this study has received no financial support.

Çıkar Çatışması/ Conflict of Interest

Yazar(lar) çıkar çatışması bildirmemiştir.

The authors have no conflict of interest to declare.

Yazarların Katkıları/Authors Contributions

Çalışmanın Tasarlanması: Yazar-1 (%20), Yazar-2 (%80)

Conceiving the Study: Author-1 (%20), Author-2 (%80)

Veri Toplanması: Yazar-1 (%50), Yazar-2 (%50)

Data Collection: Author-1 (%50), Author-2 (%50)

Veri Analizi: Yazar-1 (%80), Yazar-2 (%20)

Data Analysis: Author-1 (%80), Author-2 (%20)

Makalenin Yazımı: Yazar-1 (%20), Yazar-2 (%80)

Writing Up: Author-1 (%20), Author-2 (%80)

Makale Gönderimi ve Revizyonu: Yazar-1 (%20), Yazar-2 (%80)

Submission and Revision: Author-1 (%20), Author-2 (%80)

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