

FAKE ALCOHOL IN TURKEY BECOMES A NEW CONCERN OF TOURISM



Fake alcohol deaths in Turkey have gained significant attention in the global media and have prompted travel warnings from various countries. The recent steep price increases for alcoholic beverages in Turkey have led to a surge in the production and consumption of counterfeit alcohol. Unfortunately, the number of fatalities caused by fake alcohol continues to rise daily.

Despite the seizure of thousands of bottles of counterfeit alcohol during operations, efforts to halt its production and consumption have been largely ineffective. **Since the beginning of the year, over 100 people have lost their lives due to fake alcohol.**

High Costs of Alcohol

Experts have highlighted that alcohol prices in Turkey have skyrocketed due to recent tax increases. Reports indicate that this high cost is leading consumers, shops, restaurants, and bars to rely on illegal and homemade alcoholic beverages, increasing poisonings.

Considering recent deaths attributed to fake alcoholic drinks in Turkey, the UK Foreign Office has issued an urgent travel warning for Turkey. British citizens are advised to purchase alcoholic beverages only from licensed liquor stores.

Unbranded Businesses Represent the Highest Risk

In an interview with Cumhuriyet, Kaya Demirer, the Chairman of the Tourism Restaurant Investors and Gastronomy Businesses Association (TURYID), expressed confidence that counterfeit alcohol is not sold in reputable restaurants, stating that they would never take such a risk. Demirer highlighted the following points:

“Non-branded businesses, which often think short-term, lack foresight, and are opportunistic, harm us all. **They pose a significant obstacle to both gastronomy and tourism.** It is crucial for tourists and guests to choose establishments with well-established corporate structures for their own safety rather than opting for such unreliable venues.”

Foreign tourists often worry about counterfeit alcohol. When signing contracts with hotels, foreign tour operators hint at the possibility of counterfeit alcohol, which is very troubling and undermines trust.

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