



POLİTİKA TEMSİL ÖNERİ VE GÖRÜŞ OLUŞTURMA TALEP FORMU

GÖRÜŞ VE ÖNERİ SAHİBİ/İLETİŞİM BİLGİLERİ:

Çarşamba Kıvratması Satıcıları (ÖzakayaFırını, Akkaya Fırını, Niantaşı Pastanesi, Taşocak, Usluoğlu, Eski Fırın, Samsun Börek)

ÖNERİ /GÖRÜŞÜN AYRINTISI

Referans
No:

Öneri

Görüş

Öneri/Görüş:

Çarşamba Kıvratmasının AB nezdinde Tescil Edilmesi için çalışmalar Yürütülmesi

Öneri/Görüş ile ilgili birim Adı : Türk Patent Sınai Mülkiyet Danışma Birimi

ÖNERİ/GÖRÜŞÜN DEĞERLENDİRİLMESİ:

Çarşamba Kıvratması odamız nezdinde tescillenmiş coğrafi işarettir. Son dönemde artan AB başvuruları üreticilerin dikkatini çekmiş ve bu kapsamda Çarşamba Kıvratmasının AB nezdinde tescil edilmesi için ortak görüş sözlü olarak iletilmiştir. Bu kapsamda gerekli düzenlemelerin yapılması istenmektedir.

NOT: Talebi uygun görülmesi halinde aşağıdaki bölüm de Faaliyet Planlaması yapılır. Uygun görülmemesi halinde talep Sahibine haber verilir.

LOBİCİLİK FAALİYET PLANLAMASI

FAALİYET TANIMI	SORUMLU	TERMİN	SONUÇ
Türk Patent Sınai Mülkiyet Danışma Birimi tarafından değerlendirme	Türk Patent Sınai Mülkiyet Danışma Birimi	28 Ocak 2025	GS'ye bildirilmesi
GS tarafından YK'yi bilgilendirme	Genel Sekreterlik	30 Ocak 2025	Uygun Bulunması
Türk Patent Sınai Mülkiyet Danışma Birimi tarafından hazırlık yapılması	Türk Patent Sınai Mülkiyet Danışma Birimi	4 Şubat 2025	TPE ilgili birimlere mail atıldı.
Gelen Bilginin Değerlendirilmesi	Türk Patent Sınai Mülkiyet Danışma Birimi	22 Şubat 2025	AB Nezdinde Başvuruların odalar tarafından yapılamayacağı anlaşılmıştır. İlerleyen süreçte dernekleşme açısından görüşmeler yapılması planlanmıştır.

Konu: Çarşamba Kıvratması AB Coğrafi İşaret Tescili Hk.

1 mesaj

Gökben KARATAŞ <gokben.karatas@turkpatent.gov.tr>

21 Şubat 2025 16:46

Sayın Yetkili,

İlgi mailiniz ve Çarşamba Kıvratması'nın Avrupa Birliği nezdinde tesciline yönelik çalışmalarınız için teşekkür ederiz.

Tarafınıza iletilen bilgi doğrultusunda, son dönemde yürürlüğe giren (AB) 2024/1143 sayılı Tüzük kapsamında önemli bir değişiklik söz konusudur. Buna göre;

- Coğrafi işaret başvurularının doğrudan üretici grupları tarafından yapılması gerekmektedir.
- Ticaret ve Sanayi Odaları ile Ticaret Borsaları gibi kurumlar başvuru sahibi olarak yer alamamakta, ancak sürecin hazırlanması ve yürütülmesinde destekleyici rol üstlenebilmektedir.

Bu çerçevede, Çarşamba Ticaret ve Sanayi Odası'nın başvuruyu doğrudan yapması mümkün görünmemektedir. Ancak sürecin sağlıklı ilerlemesi adına;

- Üreticilerden oluşan bir üretici grubu/kooperatif/dernek yapısı kurulması,
- Başvuru dosyasının teknik, hukuki ve idari boyutlarının Odanız koordinasyonunda hazırlanması,
- Tescil sonrası yönetim ve denetim mekanizmalarının yine Oda rehberliğinde kurgulanması

uygun bir yol haritası olacaktır.

Söz konusu düzenleme, başvuru süreçlerinde yapısal bir değişiklik getirdiğinden, özellikle Türkiye'de daha önce Oda ve Borsalar öncülüğünde yürütülen başvuruların ilerleme hızını kısa vadede yavaşlatma potansiyeli taşımaktadır. Ancak doğru kurgulanmış üretici yapıları ile bu sürecin sürdürülebilir ve daha güçlü bir temele oturtulması mümkündür.

Çarşamba Kıvratması'nın AB tescil sürecinde, gerekli organizasyonun kurulması ve başvuru dosyasının hazırlanması aşamalarında her türlü teknik desteği sağlamaya hazır olduğumuzu belirtir, çalışmalarınızda başarılar dileriz.

Saygılarımızla,

----- Forwarded message -----

Gönderen: **Reyhan Arslan** <arsreyhan@gmail.com>

Date: 4 Şub 2025 Sal, 14:17

Subject: Coğrafi İşaret AB Tescili - Çarşamba Kıvratması

To: <cidb-ab@turkpatent.gov.tr>, <mkunaltekin@turkpatent.gov.tr>, Gökben KARATAŞ <gokben.karatas@turkpatent.gov.tr>,

<coografiisaret@turkpatent.gov.tr>

Cc: Gültekin Sürül <gultekinsurul@gmail.com>

Fwd: Coğrafi İşaret AB Tescili - Çarşamba Kıvratması

1 mesaj

Gültekin SÜRÜL <gultekinsurul@gmail.com>
Alıcı: arsreyhan@gmail.com

30 Mart 2026 17:16

----- Forwarded message -----

Gönderen: **Reyhan Arslan** <arsreyhan@gmail.com>

Date: 4 Şub 2025 Sal, 14:17

Subject: Coğrafi İşaret AB Tescili - Çarşamba Kıvratması

To: <cidb-ab@turkpatent.gov.tr>, <mkunaltekin@turkpatent.gov.tr>, Gökben KARATAŞ <gokben.karatas@turkpatent.gov.tr>, <cografiisaret@turkpatent.gov.tr>

Cc: Gültekin Sürül <gultekinsurul@gmail.com>

Sayın Yetkili,


Çarşamba Ticaret ve Sanayi Odası Sınai Mülkiyet Danışmanı Reyhan Arslan ben. Odamız tarafından 2021 yılında tescilini gerçekleştirdiğimiz Çarşamba Kıvratması'nın AB nezdinde tescilinin gerçekleşmesi ve ticarileştirme sürecinin hızlanması için başvuru yapmak istiyoruz.

Bu kapsamda yeterli bilgi sahibi olmamakla birlikte ekte <https://ci.turkpatent.gov.tr/sayfa/avrupa-birli%C4%9Finde-co%C4%9Frafii-i%C5%9Faret> adresinde yer alan bilgilere göre ilgili ekleri doldurduk.

Değerli yönlendirmelerinizi talep ediyorum, iyi çalışmalar diliyorum.

Reyhan Arslan

0543 668 7 555

Çarşamba Ticaret ve Sanayi Odası
Sınai Mülkiyet Danışmanı**5 eklenti** **No751 - Mahreg isareti.pdf**
428K **A document proving that the applicant is a producer group (a document stating that the producers related to the product are members of the applicant organization)..xls**
20K **çarşamba kıvratması - SPECIFICATION.docx**
257K **çarşamba kıvratması - single-document-template_agri-product_tr.docx**
677K **tescil belges.pdf**
439K



TURK
[PATENT]
TÜRK PATENT VE MARKA KURULUŞU

COĞRAFI İŞARET TESCİL BELGESİ

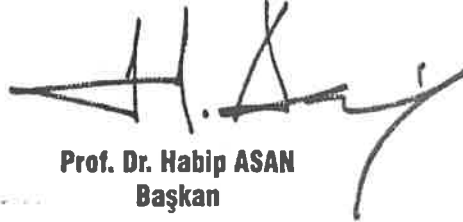
No:751 - Mahreç İşareti

ÇARŞAMBA KIVRATMASI

Tescil Ettiren

ÇARŞAMBA TİCARET VE SANAYİ ODASI

Bu coğrafi işaret, 6769 sayılı Sınai Mülkiyet Kanunu kapsamında
17.03.2020 tarihinden itibaren korunmak üzere
10.05.2021 tarihinde tescil edilmiştir.



Prof. Dr. Habip ASAN
Başkan

THE SPECIFICATION

1.1. Name

'Çarşamba Kivrıatması'

1.2. Description of the agricultural product or foodstuff

Çarşamba Kivrıatması, which is produced in the Çarşamba district, is a pastry made from layers of dough prepared with butter. The dough is filled with a mixture of hazelnuts, walnuts, and sugar, then rolled in a unique manner specific to this dessert.

Çarşamba Kivrıatması is made from dough prepared with yogurt, vegetable oil, water, eggs, baking soda, and wheat flour. Its filling consists of powdered sugar, walnuts, and hazelnuts. The dough is rolled with the help of starch, shrunk on a rolling pin, and then cut into square shapes, giving it its unique form. It is baked with melted butter on top and served without syrup.

The history of Çarşamba Kivrıatması goes back a long way and it is frequently consumed on special occasions. The preparation of the dough and the skillful rolling onto the pin to form the square shape require expertise. For this reason, its geographical origin is closely tied to its fame.

Production Method:

The ingredients used in the production of Çarşamba Kivrıatması are as follows:

- 200 g yogurt
- 200 ml vegetable oil
- 200 ml water
- 2.5 g baking soda
- 3 eggs
- 1 kg wheat flour
- 1/2 kg starch (for rolling the dough)
- 750 g walnuts
- 250 g hazelnuts
- 1/2 kg powdered sugar
- 750 g butter (for the topping)

Yogurt, vegetable oil, water, eggs, baking soda, and flour are mixed and kneaded until a dough with the softness of an earlobe is formed. After resting for 1 hour, the dough is divided into pieces the size of an egg and left to rest for 10 minutes. The rested dough pieces are rolled out with starch into circles approximately 0.5 mm thick and 80 cm in diameter. A filling made by mixing powdered sugar, walnuts, and hazelnuts is placed on top. The dough is rolled onto a rolling pin, not too tightly or loosely. The final part of the dough is folded inward, and the dough is shrunk and removed from the rolling pin. It is placed on a flat tray and cut into square pieces. Melted butter is poured on top. Çarşamba Kivrıatması is baked in a 180°C oven for 45 minutes and is ready to serve. It is served without syrup.

Aroma: It comes from the combination of hazelnuts, walnuts, sugar, and butter.

Taste: It is syrup-free, with a mild sweetness.

Color: The surface of Çarşamba Kıvratması is golden yellow. The center is closer to white due to the mixture of hazelnuts and walnuts.

Texture: The top is semi-crispy due to the baked layers of dough, while the inside is softer due to the sugar.

Shape: The dough, along with the filling, is rolled onto a rolling pin, then shrunk and removed from it, and placed on a tray. It is sliced before baking and cut into equal rectangular pieces.

1.3 Definition of the geographical area

Çarşamba district, located in Samsun province, is one of Turkey's 922 districts. It is the 4th largest district in Samsun by population. It is situated in the eastern part of Samsun province, bordered by Tekkeköy to the west, Terme to the east, and Salıpazarı and Ayvacık districts to the south. The district center is 36 km away from Samsun. The name of the district center comes from its location near where the Yeşilirmak river flows into the Çarşamba Plain, with the district being established on both banks of the river.





1.4. Proof of origin

The name on the producer's packaging ensures traceability.

The Çarşamba Chamber of Commerce and Industry (ÇTSO) has applied for the registration of 'Çarşamba Kıvratması' as a PGI (Protected Geographical Indication). ÇTSO works with the professional committee group formed by the producers of 'Çarşamba Kıvratması', maintains a record of the producers, and monitors the members of the group.

The record maintained by ÇTSO must include all 'Çarşamba Kıvratması' producers.

The use of hazelnuts, walnuts, and butter makes 'Çarşamba Kıvratması' original.

According to Law No. 5174, the "Union of Chambers and Commodity Exchanges of Turkey and the Chambers and Commodity Exchanges Law", individuals involved in the buying and selling of goods listed on the exchange are required to register with the relevant local exchange.

Hazelnuts and walnuts are among the goods listed on the Samsun Commodity Exchange. Transactions involving these goods listed on the exchange must be registered with the exchange.

If the hazelnuts, walnuts, and butter used in the production of 'Çarşamba Kıvratması' have been traded on the exchange, they can be tracked through their purchase invoices.

1.5. Description of the method of obtaining the agricultural product or foodstuff

The following recipe is derived from the recipes of local women in the region. If the specified amounts prevent the product from achieving the desired consistency, it may be due to the flour, oil, or other ingredients used. The key focus is to ensure that the product resembles the original in both taste and appearance.

Çarşamba Kıvratması is made from dough consisting of yogurt, vegetable oil, water, eggs, baking soda, and wheat flour. Its filling contains powdered sugar, walnuts, and hazelnuts. The dough is rolled out using starch, wrapped around a rolling pin, and then folded into a unique shape, which is then cut into square pieces. It is baked with melted butter on top and served without syrup.

The history of Çarşamba Kıvratması dates back many years and is commonly consumed on special occasions. The preparation of the dough and the technique of wrapping it around the rolling pin to give it its square shape requires skill and expertise. For these reasons, there is a connection between the geographical area and the product's fame.

Production Method:

The ingredients used in the production of Çarşamba Kıvratması are as follows:

- 200 g yogurt
- 200 ml vegetable oil
- 200 ml water
- 2.5 g baking soda
- 3 eggs
- 1 kg wheat flour
- 1/2 kg starch (for rolling the dough)
- 750 g walnuts
- 250 g hazelnuts
- 1/2 kg powdered sugar
- 750 g butter (for the topping)

Yogurt, vegetable oil, water, eggs, baking soda, and flour are mixed and kneaded until a dough with the softness of an earlobe is formed. After resting for 1 hour, the dough is divided into pieces the size of an egg and left to rest for 10 minutes. The rested dough pieces are rolled out using starch into circles approximately 0.5 mm thick and 80 cm in diameter. A filling made by mixing powdered sugar, walnuts, and hazelnuts is placed on top. The dough is rolled onto a rolling pin, not too tightly or loosely. The final part of the dough is folded inward, and the dough is shrunk and removed from the rolling pin. It is placed on a flat tray and cut into square pieces. Melted butter is poured on top. Çarşamba Kıvratması is baked in a 180°C oven for 45 minutes and is ready to serve. It is served without syrup.

'Çarşamba Kıvratması' can be sold by weight or by portion, in trays or in packages. If it is packaged, the inside of the cardboard boxes used must be coated with a metallised film or other waterproof material. A note with the instruction: 'Isıtarak servis yapınız' ('Heat before serving') can be included in the box.

1.6. Link

Çarşamba Kıvratması is a traditional product produced in the Çarşamba district of Samsun province, and its quality is directly related to the region's climate, soil structure, local agricultural products, and traditional production methods. The fertile lands of Çarşamba and the Black Sea climate are the most important factors determining the quality of the ingredients used in making this dessert (such as hazelnuts, walnuts, and butter). Additionally, the production techniques and traditional methods in the region contribute to the unique taste and texture of Çarşamba Kıvratması. Therefore, Çarşamba Kıvratması is strongly connected not only to its geographical area but also to the agricultural activities and cultural heritage of the region.

Reference to publication of the specification

(the second subparagraph of Article 6(1) of this Regulation)

Kültür Portalı. (n.d.). Çarşamba Kıvratması. Kültür Portalı, Retrieved from: <https://www.kulturportali.gov.tr/turkiye/samsun.neyenir:carsamba-kivratmasi>

Canbolat, E., & Çakıroğlu, F. P. (2015, October). Historical Çarşamba Dessert (Tarihi Çarşamba Kıvratması). In Proceedings of the 3rd International Folk Culture Symposium (Vol. 2, pp. [specific page number if available]). Kazan, Ankara, Turkey.

YouTube. (2015, October 8). *Historical Çarşamba Dessert (Tarihi Çarşamba Kıvratması)* [Video]. YouTube. <https://www.youtube.com/watch?v=Gx8ZpLipnKY>

Yeni Günde Haber. (t.y.). *Tanıtıma Devam*. Yeni Günde Haber. Erişim adresi: <https://www.yenigundehaber.com/tanitima-devam/>

1.7. Name and address of the authorities or bodies verifying compliance with the provisions of the specification [Article 11/R.510];

The Çarşamba Chamber of Commerce and Industry (ÇTSO) is applying to register 'Çarşamba Kıvratması' as a PGI. The Çarşamba Kıvratması producers are working with their professional committee group, keeping a record of the producers, and monitoring the members of the group.

'Çarşamba Kıvratması' is produced in accordance with the relevant legal provisions.

Compliance with product specifications is monitored by:

- Çarşamba Chamber of Commerce and Industry
- Çarşamba District Governorship
- Çarşamba Municipality
- Çarşamba Commodity Exchange

The following legislation is relevant to compliance:

Law No. 5996; Veterinary Services, Plant Health, Food and Feed Regulations

- Regulation-1: Turkish Food Codex Regulation (Published in Official Gazette No. 28157, December 29, 2011)
- Regulation-2: Regulation on Official Control of Food and Feed (Published in Official Gazette No. 28145, December 17, 2011)

Turkish Food Codex Regulation

The regulation establishes standards for food production and good manufacturing practices to protect consumer health and ensure fair domestic and foreign trade.

It also sets out the rules and procedures for appropriate technical and hygienic production, processing, storage, handling, packaging, marketing, sampling, and analysis methods. It includes rules for determining special provisions for various geographical areas.

Regulation on Official Control of Food and Feed includes details on:

- Assignment of specific tasks related to official controls;
- Monitoring personnel;
- Transparency and confidentiality;
- Control and certification procedures;

- Control activities, methods, and techniques;
- Sampling, analysis methods, appeals, and laboratories;
- Crisis management and precautionary measures;
- Emergency plans and precautionary measures for food and feed.

The mission of the control authority includes:

- Safely delivering products needed in agriculture, such as seeds, medicines, and vaccines.
- Producing and marketing safe animal or plant-based products and food.
- Protecting plant, animal, and marine product resources and ensuring the safety of the related products.

According to Article 23 of Law No. 5996 on Veterinary Services, Plant Health, Food, and Feed, the Ministry will carry out controls to verify the compliance of products with characteristics related to protected agricultural products and foodstuffs, ensuring the preservation of traditional characteristics based on their geographical area or origin.

1.8. Labelling

The seller is responsible for clearly indicating the type of the product to the consumer by ensuring that the words 'Kuru' (or 'Dried') or 'Taze' (or 'Fresh') are visibly marked on the packaging. While the term 'Taze' (Fresh) refers to the product itself, it will be specified for the consumer as the product is traditionally produced in this way. A note may be added to the packaging with instructions such as 'Serve after heating' ('Heat before serving').

The words 'P.G.I.' and 'Çarşamba Kıvratması' must be clearly visible on the labels affixed to the packaging.

1.9. Additional Requirements

National provisions: Law 5996 on Veterinary Services, Plant Health, Food and Feed
And Turkish Food Codex Regulation (Published in Official Journal No 28157, 29 December 2011)

ACCOMPANYING INFORMATION

2 PGI

3 COUNTRY OF ORIGIN

TÜRKİYE, SAMSUN, ÇARŞAMBA

4 APPLICANT GROUP

CARSAMBA CHAMBER OF COMMERCE AND INDUSTRY
Address: Çay, Küçük Hamam Sk. No:9, 55500 Çarşamba/Samsun
Telephone: +90 (362) 833 13 60
Fax: +90 (362) 833 92 80
E-mail: bilgi@carsambatso.org.tr and ctsoprojeofisi@gmail.com
URL: <https://carsambatso.org.tr/>

5 PROOF OF PROTECTION IN THE COUNTRY OF ORIGIN

This is also available on the Turkish Patent Institute's website (click on 'Çarşamba Kıvratması'):
<https://ci.turkpatent.gov.tr/cografi-isaretler/detay/1826>

SINGLE DOCUMENT

'...'

EU No:

PDO () PGI ()

1. NAME(S)

'Çarşamba Kıvratması'



2. MEMBER STATE OR THIRD COUNTRY

Türkiye, Samsun, Çarşamba

3. DESCRIPTION OF THE AGRICULTURAL PRODUCT OR FOODSTUFF

3.1. Type of product

Çarşamba Kıvratması is a traditional dessert and falls under the category of bakery products. It is a dessert commonly preferred on special occasions by both locals and visitors. This dessert is baked and served without syrup.

3.2. Description of product to which the name in (1) applies

"Çarşamba Kıvratması" ismi, Samsun'un Çarşamba ilçesine ait geleneksel bir şerbetsiz tatlıdan gelmektedir. Bu tatlı, yoğurt, un, yağ, yumurta ve kabartma tozu gibi malzemelerle hazırlanan hamurdan yapılır ve ceviz, fındık ve pudra şekeri karışımıyla doldurulur. Hamur oklava üzerinde açılır, üzerine eritilmiş tereyağı dökülür ve fırına verilmeden önce kendine özgü bir şekil alır. Şerbetsiz olarak servis edilir. Zengin, çıtır çıtır dokusuyla bu tatlı, geleneksel olarak yerel halk tarafından özel günlerde yapılır, ancak son zamanlarda raf ömrünün uzun olması nedeniyle fırınlarda da üretilmeye başlanmıştır.

3.3. Feed (for products of animal origin only) and raw materials (for processed products only)

Çarşamba Kıvratması does not use animal-derived ingredients in its production. The main ingredients used in the production of this dessert are wheat flour, yogurt, vegetable oil, eggs,

baking soda, walnuts, hazelnuts, and powdered sugar. Additionally, starch used for rolling the dough is another important component. Therefore, no animal-derived feed or raw materials are used in the production of Çarşamba Kivrıatması.

3.4. Specific steps in production that must take place in the identified geographical area

"Çarşamba Kivrıatması" is made with the filling obtained from the region's hazelnuts and walnuts, and the locally produced butter is also important for this production. The region's climate and soil play a significant role in the cultivation of the ingredients used in Çarşamba Kivrıatması. The production steps of Çarşamba Kivrıatması are as follows:

Dough Preparation: The dough for Çarşamba Kivrıatması is kneaded with locally produced wheat flour, yogurt, and regional butter. The dough's softness and consistency should be kneaded to the traditional "earlobe consistency."

Resting and Shaping: After the dough rests, it is divided into pieces and rolled out one by one into round shapes. During this stage, local starch is used to roll out the dough.

Filling: The filling of Çarşamba Kivrıatması is prepared with fresh walnuts and hazelnuts from the region. This is especially made using the high-quality hazelnuts produced in Çarşamba.

Rolling and Shaping: The rolled-out dough is filled with the nut mixture and rolled in the traditional way. This roll is tightly and evenly wrapped, specific to Çarşamba Kivrıatması.

Baking: The prepared dessert is topped with melted butter, cut into pieces, and baked in local stone ovens or traditional stone stoves. This baking method ensures the unique flavor and texture of the dessert are preserved.

Serving and Presentation: Çarşamba Kivrıatması is traditionally served without syrup and simply as is.

These production steps are carried out using traditional methods that preserve the uniqueness and regional identity of Çarşamba Kivrıatması. The local ingredients and production techniques are the primary source of the dessert's flavor.

3.5. Specific rules concerning slicing, grating, packaging, etc. of the product the registered name refers to

Slicing and Cutting: After production, Çarşamba Kivrıatması is traditionally cut into square or rectangular pieces. The slicing should be done carefully to preserve the texture and flavor of the dessert. The pieces should not be too small or too large; the ideal size is one that allows a single bite.

Grating: No grating is involved in the preparation of Çarşamba Kivrıatması. The filling is traditionally made with chopped walnuts and hazelnuts. This ensures the texture of the dessert and the authentic taste of the local ingredients are preserved.

Packaging: Çarşamba Kivrıatması should be packaged in a way that keeps it fresh and protected from moisture and external factors. The packaging can combine both traditional and modern methods, ensuring the traditional look and integrity of the product are maintained. The materials used for packaging should be environmentally friendly and recyclable.

Labeling: The label should indicate that "Çarşamba Kivrıatması" is a registered name and highlight that it is produced in the Çarşamba region. Additionally, the local ingredients used (hazelnuts, walnuts, butter, etc.) should be listed on the label.



Serving: Çarşamba Kivrması should be served without syrup, simply as is. The serving method should follow traditional presentation techniques.



These rules ensure that the traditional structure and regional identity of Çarşamba Kivrması are preserved, safeguarding the registered name and quality of the product. Specific rules concerning labelling of the product the registered name refers to

Example 1:



Example 2:



4. CONCISE DEFINITION OF THE GEOGRAPHICAL AREA

Samsun Province Çarşamba District, with its natural riches, fertile agricultural lands, and strategic geographical location, stands out. Its proximity to the Black Sea and its agricultural suitability make Çarşamba an economically strong district. The geographical features of Çarşamba both enhance the region's agricultural production capacity and preserve its natural

life. Therefore, Çarşamba holds an important position both in terms of agriculture and settlement.

Physical Geography:

Area: Çarşamba covers an area of approximately 1,320 km², indicating that the district spans a relatively large area.

Climate: Çarşamba is influenced by the Black Sea climate. This climate type is characterized by mild temperatures and high humidity throughout the year. Winters are mild and rainy, while summers are hot and humid. Çarşamba's proximity to the Black Sea affects the region's climate, creating favorable conditions for agriculture.

Mountains and Plain: To the south of Çarşamba lies the Canik Mountains, while the Çarşamba Plain is located to the north. This plain has extremely fertile soil, which plays a significant role in the region's agricultural activities. The Çarşamba Plain is also quite advantageous for irrigation.

Water and Streams:

Yeşilirmak River: One of the most important rivers in the region is Yeşilirmak, which flows through Çarşamba. This river significantly impacts the district's agriculture and ecology. Yeşilirmak plays a critical role in meeting the irrigation needs of the area and increasing agricultural production.

Other Streams: There are also many small streams and water sources in Çarşamba, which help support the region's agriculture and contribute to maintaining ecological balance.

Soil Features: Çarşamba's soils are generally alluvial, which are especially suitable for agriculture in plain areas. These fertile soils allow the cultivation of a variety of crops, including wheat, corn, hazelnuts, vegetables, and fruits. Additionally, Çarşamba's soils are rich in organic matter, making them highly advantageous for agriculture.

Natural Riches:

Biodiversity: Çarşamba is rich in nature and has a diverse flora and fauna reflecting the Black Sea's ecosystem. Its mountainous areas, forests, and wetlands contribute to the region's biodiversity.

Agricultural Products: Thanks to its fertile soils and climate, Çarşamba is a region where various agricultural products are grown. Common products include wheat, corn, hazelnuts, peanuts, pears, and apples.

Economic Features:

Agriculture: Çarşamba's economy is largely based on agriculture. The Çarşamba Plain, one of the region's most fertile agricultural areas, produces significant amounts of wheat, corn, hazelnuts, and vegetables. Hazelnuts and walnuts are particularly **important for the local economy**.

Livestock Farming: Livestock farming is also an essential source of income in Çarşamba. Cattle, sheep, and goat farming is widespread, with milk and meat production playing a major role in the local economy.

Agriculture: Çarşamba is one of the fertile agricultural regions in the Black Sea Region. The region is well-suited for agriculture, and the primary agricultural activities are as follows:

Hazelnut Production: Çarşamba is one of Turkey's leading hazelnut-producing regions. Hazelnuts are a cornerstone of the district's economy and are known for their high quality. The hazelnuts produced in Çarşamba hold a significant place in exports.

Cereal Production: Wheat, corn, and barley are grown in the fertile lands of Çarşamba. Wheat, in particular, is of great importance to the district's economy, with regional-specific farming techniques employed.

Cattle and Small Livestock Farming: Cattle farming, particularly for milk production, is widespread in Çarşamba. Sheep and goat farming also plays an important role in the local economy.

Çarşamba Kıvratması: Çarşamba is also a region known for its unique culinary traditions, such as Çarşamba Kıvratması, which is an example of a local product with great commercial potential due to its suitability for storage. The production of Çarşamba Kıvratması, rooted in the region's agricultural features and agricultural richness, has already been officially registered in Turkey and is now in the process of being registered in Europe, which will be an important step toward commercializing the product.

Conclusion: Çarşamba, rich in both agriculture and culture, is a district where natural and economic resources complement each other. With its fertile lands, favorable climate, and agricultural production, Çarşamba has a strategic position that continues to play a significant role in the regional economy. The region's natural resources and agricultural potential provide a strong foundation for future growth, making Çarşamba an essential agricultural and cultural hub.

5. LINK WITH THE GEOGRAPHICAL AREA

Çarşamba Kıvratması is a traditional product produced in the Çarşamba district of Samsun province, and its quality is directly related to the region's climate, soil structure, local agricultural products, and traditional production methods. The fertile lands of Çarşamba and the Black Sea climate are the most important factors determining the quality of the ingredients used in making this dessert (such as hazelnuts, walnuts, and butter). Additionally, the production techniques and traditional methods in the region contribute to the unique taste and texture of Çarşamba Kıvratması. Therefore, Çarşamba Kıvratması is strongly connected not only to its geographical area but also to the agricultural activities and cultural heritage of the region.

Reference to publication of the specification

(the second subparagraph of Article 6(1) of this Regulation)

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No: 751 – Mahreç İşareti

ÇARŞAMBA KIVRATMASI

Tescil Ettiren
ÇARŞAMBA TİCARET VE SANAYİ ODASI

Bu coğrafi işaret, 6769 sayılı Sınai Mülkiyet Kanunu kapsamında 17.03.2020 tarihinden itibaren korunmak üzere 10.05.2021 tarihinde tescil edilmiştir.

Tescil No	: 751
Tescil Tarihi	: 10.05.2021
Başvuru No	: C2020/088
Başvuru Tarihi	: 17.03.2020
Coğrafi İşaretin Adı	: Çarşamba Kıvratması
Ürün / Ürün Grubu	: Hamur işi / Fırıncılık ve pastacılık mamulleri, hamur işleri, tatlılar
Coğrafi İşaretin Türü	: Mahreç işareti
Tescil Ettiren	: Çarşamba Ticaret ve Sanayi Odası
Tescil Ettirenin Adresi	: Çay Mah. Küçük Hamam Sok. No:6/A Çarşamba SAMSUN
Coğrafi Sınırı	: Samsun ili Çarşamba ilçesi
Kullanım Biçimi	: Çarşamba Kıvratması ibaresi ve mahreç işareti amblemi, ürünün kendisi veya ambalajı üzerinde yer alır. Ürünün kendisi veya ambalajı üzerinde kullanılmadığında, Çarşamba Kıvratması ibaresi ve mahreç işareti amblemi, işletmede kolayca görülecek şekilde bulundurulur.

Ürünün Tanımı ve Ayırt Edici Özellikleri:

Çarşamba Kıvratması; yoğurt, sıvı yağ, su, yumurta, karbonat ve buğday unundan yapılan hamurdan elde edilir. İç harcında toz şeker, ceviz içi ve fındık içi bulunur. Nişasta kullanılarak açılan yufkaların oklavaya sarılıp büzülmesi ve ardından kare şeklinde kesilmesiyle oluşan kendine özgü şekli vardır. Üzerine erimiş tereyağı dökülerek pişirilir ve şerbetsiz sunulur.

Çarşamba Kıvratmasının geçmişi eskiye dayanır ve özel günlerde sıklıkla tüketilir. Hamurunun hazırlanması ve oklavaya sarılarak kare şeklinin verilmesi ustalık becerisi gerektirir. Bu sebeplerle coğrafi sınır ile ün bağı bulunur.

Üretim Metodu:

Çarşamba Kıvratmasının üretiminde kullanılan bileşenler aşağıdaki gibidir.

- 200 g yoğurt
- 200 ml sıvı yağ
- 200 ml su
- 2,5 g karbonat
- 3 adet yumurta
- 1 kg buğday unu
- 1/2 kg nişasta (yufkaların açılması için)
- 750 g ceviz içi
- 250 g fındık içi
- 1/2 kg toz şeker
- 750 g tereyağı (üzere için)

Yoğurt, sıvı yağ, su, yumurta, karbonat ve un karıştırılıp yoğrularak kulak memesi yumuşaklığında hamur haline getirilir. 1 saat dinlendirildikten sonra yumurta büyüklüğünde bezeler haline getirilip 10 dakika kadar dinlendirilir. Dinlendirilmiş bezeler, nişasta kullanılarak 0,5 mm kalınlıkta ve yaklaşık 80 cm'lik daire şeklinde açılır. Üzerine; toz şeker, ceviz içi ve fındık içinin karıştırılmasıyla hazırlanan iç harç konur. Çok sıkı ya da çok gevşek olmayacak şekilde oklavaya sarılır. Yufkanın son kısmı, içe katlanır ve yufka büzülerek oklavadan çıkarılır. Düz bir tepsiye dizilir. Kare parçalar şeklinde kesilir. Üzerine eritilmiş tereyağı dökülür. Çarşamba Kıvratması, 180 °C fırında 45 dakika pişirildikten sonra servise hazır hale gelir. Şerbetsiz sunulur.

Coğrafi Sınır İçerisinde Gerçekleşmesi Gereken Üretim, İşleme ve Diğer İşlemler:

Çarşamba Kıvratmasının geçmişi eskiye dayanır. Özellikle hamurunun hazırlanması ve oklavaya sarılarak kendine özgü kare şeklinin verilmesine yönelik yerel üretim metodu, ustalık becerisi gerektirir. Bu sebeplerle coğrafi sınır ile ün bağı bulunan Çarşamba Kıvratmasının üretimin tüm aşamaları, belirtilen coğrafi sınırdaki gerçekleştirilmelidir.

Denetleme:

Denetimler; Çarşamba Ticaret ve Sanayi Odasının koordinasyonunda ve Çarşamba Ticaret ve Sanayi Odası, Çarşamba Belediyesi, Çarşamba Kaymakamlığı ile Çarşamba Ticaret Borsasından konuda uzman birer kişinin

katılımıyla oluşan toplam 4 kişilik denetim mercii tarafından yapılır. Yılda bir kez düzenli olarak yapılacak denetimler, ayrıca ihtiyaç duyulduğunda ve şikâyet halinde her zaman yapılır.

Denetim mercii: üretimde kullanılan malzemelerin ve oranlarının uygunluğunu; üretim metoduna uygunluğu; sunum şeklinin uygunluğunu ve Çarşamba Kıvratması ibaresi ile mahreç işareti ambleminin kullanımının uygunluğunu denetler.

Denetim mercii, kamu kuruluşlarından veya özel kuruluşlardan veya bunlarda görevli uzman gerçek veya tüzel kişilerden denetimin gerçekleştirilmesi sırasında faydalanabilir veya hizmet satın alabilir. Tescil ettiren hakların korunmasında hukuki süreçleri yürütür.