Ref. Ares(2024)5004158 - 10/07/2024

SPECIFICATION

Responsible Department

NAME: Turkish Patent and Trademark Office
ADDRESS: Hipodrom Caddesi No:13 (06560) Yenimahalle/ANKARA TÜRKİYE
TEL: +90 312 303 10 00
E-MAIL: cidb-ab@turkpatent.gov.tr

Applicant Group

NAME: Manisa'yı Mesir'i TanItma Ve Turizm Derneği
(Association of Tourism and Promotion of Manisa and Mesir)
ADDRESS: Mimar Sinan Mah. İbrahim Gökçen Bulvarı No: 15 Uluparkiçi-Manisa /TÜRKİYE
TEL: +90 0236 231 13 37
E-MAIL: bilgi@manisaturizmdernegi.com

The Association of Tourism and Promotion of Manisa and Mesir is an organisation established to facilitate occupational activities of its members and help them in terms of business development and target markets. Members are engaged in processing and marketing of agricultural products.

1. Name of the product

'Manisa Mesir Macunu'

2. Product Description

'Manisa Mesir Macunu' is a traditional sweet produced in the province of Manisa. It is made from 41 different spices, herbs and fruits that are mixed into a sugary paste. It is presented either as a liquid paste in glass jars or as solid sticks of 11-12 cm or 3-4 cm wrapped in foil. Its texture is soft, and it has a very sticky consistency with sweet-spicy and bitter taste. While the caustic, bitter and harsh flavours of spices are provided mainly by non-volatile materials, smell and aroma are generated through volatile oils. In addition to this, phenols (catechin: 455.6-1253.6 mg / kg) in the paste are responsible for its pungent taste. Its colour varies from amber to dark brown. The liquid paste must have at least 70 % water, the soluble solids and solid sticks 80 %.
Sugar, glucose syrup, citric acid, water, 41 kinds of spices, herbs and fruit are used in the production.

Types of spices and their used parts

	Latin name	**Common name**	**Used part**
1	*Papaver somniferum*	Poppy	Seed

2	*Alpinia officinarum* Hance	Galangal	Rhizome
3	*Brassicanigra, Brassica juncea, Sinaps alba*	Mustard	Seed
4	*Calluna vulgaris* L.	Heather	Flower, Bark, Leaf
5	*Cassia angustifolia Vahl*	Senna	Fruit
6	*Cassia fistula* L.	Golden shower	Fruit
7	*Cinnamomum sp.*	Cinnamon	Flower
8	*Citrus sinensis* L. Osbeck	Orange	Flower, Peel
9	*Citrus limon* L. Osbeck	Lemon	Fruit, Peel
10	*Cocos nucifera* L.	Coconut	Fruit
11	*Commiphora molmol*	Myrrh	Resin
12	*Coriandrum sativum* L.	Coriander	Leaf, Fruit
13	*Crocus sativus* L.	Saffron	Stigma
14	*Curcma zedoaria* Roxb.	White turmeric	Rhizome, Root
15	*Ellettaria crdamomum* L. Manton	Cardamom	Fruit
16	*Eugenia caryophyllata* L. Thunb.	Clove	Flower Bud
17	*Foeniculum vulgare* subsp. *vulgare*	Fennel	Fruit
18	*Urtia dioica* L.	Nettle	Seed
19	*Ceratonia siliqua* L.	Carob	Fruit
20	*Cuminum cyminum* L.	Cumin	Fruit
21	*Glycyrrhiza glabra* L.	Liquorice	Root extract (liquorice honey)
22	*Hibiscus sabdariffa* L.	Roselle	Flower, Seed
23	*Linum usitatissimum* L.	Linseed	Seed
24	*Melisa officinalis L*	Melissa	Leaf
25	*Nigella sativa* L.	Nigella	Seed
26	*Silybum marianum* L. Gaertn	Thistle	Seed
27	*Pimenta officinalis* Lind L.	Allspice	Fruit
28	*Pimpinella anisum* L.	Anise	Fruit
29	*Piper cubeba Bojer*	Cubeb pepper	Fruit
30	*Piper longum* L.	Long pepper	Fruit

31	*Piper nigrum* L.	Black pepper	Fruit
32	*Piper nigrum* L.	White pepper	Fruit
33	*Rosa canina* L.	Rosehip	Fruit, seed oil
34	*Curcuma longa* L.	Turmeric	Rhizome
35	*Rosmarinus officinalis* L.	Rosemary	Leaf
36	*Terminalia citrina* Retz	Myrobalan (yellow)	Fruit
37	*Terminalia chebula* Retz	Myrobalan (black)	Fruit
38	*Vanillia frarans* Ames	Vanilla	Fruit, Seed
39	*Vitex agnus-castus* L.	Vitex	Fruit
40	*Vitis vinifera* L.	Raisin	Fruit
41	*Zingiber officinale* Rascoe	Ginger	Rhizome

3. Definition of the geographical area

The defined geographical area for 'Manisa Mesir Macunu' production is the Manisa province in Türkiye.

4. Proof of origin

'Manisa Mesir Macunu' is produced from 41 different spices, herbs and fruits mixed into a sugary paste. Operations related to the production of the raw material and its processing must be undertaken within the defined geographical area. The inspections regarding 'Manisa Mesir Macunu' is coordinated by Association of Tourism and Promotion of Manisa and Mesir. The coordinator will keep a list of the producers to ensure the traceability and origin of the product. The obtained production forecasts are compared with the definitive data at the end of the production. Furthermore, sales and production information obtained from producers and businesses is taken into account, and the declared figures are compared and verified with official numbers. Additionally, regular field observations are conducted to verify the information, and monitoring activities are carried out. The inspection body carries out the necessary audits on “the Association of Tourism and Promotion of Manisa and Mesir”, including production area, characteristics of the products, organoleptic qualities, and production method. The coordinator may take legal action against unlawful and illegal users of the geographical indication, and the inspection body may carry out additional audits in response to any complaints or suspicions.

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

'Manisa Mesir Macunu' is produced in two forms, as solid mesir paste (in stick form) and liquid mesir paste.

Paste: The term "paste" refers to a sticky and dense substance commonly used in the context of 'Manisa Mesir Macunu'. The paste used in making 'Manisa Mesir Macunu' typically contains various spices, plant extracts, and sugar.

Stick: 'Manisa Mesir Macunu' is traditionally prepared in a form known as a "rope". This implies that the paste is shaped into a long, thin cylindrical form. Subsequently, this long rope-shaped 'Manisa Mesir Macunu' is divided into smaller pieces (sticks) for consumption. In this case, offering the paste in a stick form allows for easier carrying and consumption by the user. Stick-shaped 'Manisa Mesir Macunu' is often popular at traditional festivals or special events.

Solid mesir paste: 50 kg of sugar, 35 g of citric acid and 10 kg of water are mixed and cooked in a boiler continuously for 45 minutes until it becomes a paste (wax) consistency. When the products reaches a temperature of 136 °C, It is removed from boiler. After the paste has matured for 1 day, it is taken to the counter.

41 kinds of herbs and spices which are prepared by grinding with a mill are added to the paste and a homogeneous mixture is obtained by kneading. The paste, which is mixed with herbs and spices, is taken to the cutting section and rolled by hand and then it is formed into a rope. The rope is cut in size of 11-12 cm or 3-4 cm with the help of scissors. 'Manisa Mesir Macunu' is wrapped in coloured packages and presented for sale with the label information in accordance with the food legislation.

Liquid mesir paste: A mixture of 25 kg of sugar, 12.5 kg of glucose syrup, 50 g of citric acid and 600 g of a combination of 41 kinds of herbs and spices is mixed and cooked for 30 minutes in a boiler with constant stirring until it becomes a fluid consistency. When the product reaches a temperature of 136 °C, It is removed from boiler. After the paste has cooled for 3 hours, it is put into jars with a filling machine.

If it is stored in a cool place, the expiry date is 3 years after the production date.

6. Link

The link between 'Manisa Mesir Macunu' and the geographical area derives from the product's reputation. Mesir Macunu was produced for the first time in Manisa in the 16th century during the Ottoman era. 'Manisa Mesir Macunu' is still widely consumed today.

The known inventor of the product in Ottoman culture, history and civilization is Muslihiddin Merkez Efendi. A physician in the hospital, Merkez Efendi, invented ‘Mesir Macunu’ in 1527. When Hafize Sultan, Süleyman the Magnificent’s mother, fell ill during the time when he was a prince in Manisa, Merkez Efendi helped her with the ‘Mesir Macunu’ that he prepared. When Hafsa Sultan had recovered, she wanted to share this paste with others. As requests from the people increased, the Sultan told Merkez Efendi to distribute the paste to the people every year in the form of a festival. For this, 21st March was selected because it symbolized the beginning of spring, and the tops of the Sultan Mosque's domes and minarets were chosen for its location. The Mesir Celebration began this way in around 1527-1528. Since then, every year on or around 21st March, which is known as the spring festival Nevruz,

thousands of people gather in front of the Sultan Mosque in Manisa to catch the ‘Mesir Macunu’ wrapped in paper and thrown from the rooftop of the mosque.

The famous Mesir Festival of Manisa is celebrated on the day of Nevruz. This tradition goes back to the time of Merkez Muslihiddin Efendi who was given the management of a hospital in Manisa founded by Suleiman the Magnificent. The most significant part of the ceremony is carried out on Nevruz. Namely, small pieces of ‘Mesir Macunu’ prepared from various herbs and spices, and wrapped in small pieces of paper are thrown down from the minarets of Sultan Mosque in Manisa, and people waiting down try to get one.

In 2012, Manisa's ‘Mesir Macunu’ (Mesir Paste) was entered into the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

'Manisa Mesir Macunu' is prepared using a traditional method that has been handed down from one generation to the next. The selection of best quality ingredients, preparation of the sugar paste and the length of time and temperature at which the paste is cooked affect the expected taste and consistency of the product.
'Manisa Mesir Macunu' has the following specific characteristics:

- Its texture is soft,
- It has a very sticky consistency,
- It has an intense spicy aroma and sweet-spicy taste,
- Its colour varies from amber to brown,
- It can be sold as liquid paste or solid sticks.

The product's reputation is confirmed by countless references going back centuries, in records, publications, culinary guides, articles and items in the press and the online press, and in numerous events held to promote traditional local products.

In his book on Manisa Mesir Macunu published in 1963, Baytop stated that the 41 ingredients in the 'Manisa Mesir Macunu' were adopted from the antidote of 60 ingredients created by famous physician Ibn-i Sina, but the number of the ingredients was reduced, and the paste was then composed of 41 spices and herbs, since they had difficulty in acquiring some ingredients of Ibn-i Sina’s compound from the flora of Anatolia; together with the mystical importance of the number 41.

Other publications on 'Manisa Mesir Macunu' include: ‘Gastronomik Bir Değer ve Kültürel Miras Olarak Mesir Macunu’ (Mesir Paste as a Gastronomic Value and Cultural Heritage) (Yurdakul and Çekal, 2022); ‘Mesir macunu ve terkibine giren maddeler’ (Mesir paste and its ingredients) (Yörükoğlu, 1985); ‘Manisa Mesir Bayramı ve Dârüşşifa'sı’ (Manisa Mesir Festival and Hospital) (Bayat, 1981); ‘Mesir ve Manisa’ (Mesir and Manisa)(Karaöz, 1954) and ‘Geçmişten Günümüze Manisa’ (From Past to Present Manisa) (Tepekaya and Atar, 2018).

In their research on Mesir Paste as a Gastronomic Value and Cultural Heritage published in 2022, Yurdakul and Çekal mentioned that Mesir Festival was held in Manisa between 21 and 27 March with the cooperation of Manisa Governorship, Manisa Municipality and Manisa and Mesir Tourism and Promotion Association, making significant contributions to cultural, touristic and economic life. In addition, it was reported that the International Manisa Mesir Festival was included in UNESCO’s Intangible Cultural Heritage List in 2012. On the other

hand, 'Manisa Mesir Macunu' was employed as a name for streets, parks, business premises, beyond being a paste in the cultural memory of the people of Manisa (Yurdakul and Çekal, 2022).

Nihat Yörükoğlu citing his book suggested that the reason for commencement of the mesir festivals was to enable the city located on a hillside to prosper and to permit it to move down to the plain, which was more convenient.

Tepekaya and Atar reported that according to William Bascom's classification of the four functions of folklore, Manisa Mesir Festival provided the participants with an enjoyable time, supported values and customs and ensured transmission of culture to future generations by keeping it alive.

7. **Name and address of the authorities or bodies verifying compliance with the provision of the specification [Article 11/*R.510*]**

Name: Manisa Provincial Directorate of Ministry of Agriculture and Forestry
Address: II. Anafartalar Mah. 1513 Sok. No:16 - Şehzadeler/MANİSA TÜRKİYE
Telephone: + 90 236 231 46 05
Email: manisa@tarimorman.gov.tr