



ENTERPRISE  
ARMENIA

Invest in Armenia's

# WINEMAKING

2023



# WHY INVEST IN ARMENIA

1  
2

Skilled, well-educated and cost-efficient talent, low business costs

Macroeconomic stability, reliable financial sector & open-door policy towards foreign investors

3  
4

Access to large export markets on preferential conditions

Comprehensive system of fiscal and financial incentives





# Forbes

*“Armenian Wines are Kicking with Quality”*

# CRADLE OF WINEMAKING

## ARMENIA

Armenia is a cradle of winemaking, with the earliest ever discovered **6100 year-old** winery.

The winery was found during excavations in **Areni-1 cave complex** in Vayots Dzor region.

The archaeologists found winemaking equipment such as fermentation vats, a wine press, storage jars, and pottery sherds.

Inside the equipment were traces of the winemaking process such as remnants of grape seeds, pressed grapes, prunes, and walnuts. These bits of biological material were important in dating the winery and confirming that it was indeed used for making wine.



# WINEMAKING

# IN NUMBERS

**226 000** tons  
Production of all types of grape

Over **37%**  
Of wine was exported

**4,2**  
Per capita, liters

Around  
**15 200** hectares  
Total vineyard surface area

**12 641** thous. liters  
Total production, the  
65% is red wine



**Winemaking regions:**

Vayots Dzor, Armavir, Tavush,  
Aragatsotn, Ararat

**66.000** farmers and entrepreneurs  
in the industry

2011

# LOCAL

# VARIETIES

More than  
**400**

Armenian grape varieties

**55**

grape varieties are used in production

**30**

white

**25**

red

**31**

varieties are used for winemaking and brandy



**24**

Other grape varieties

**21**

food matching

**3**

for raisin production

## FAMOUS VARIETIES

SEV ARENI, VOSKEHAT, KHATOUN, KHARJI, KAHET, LALVARI, KANGUN

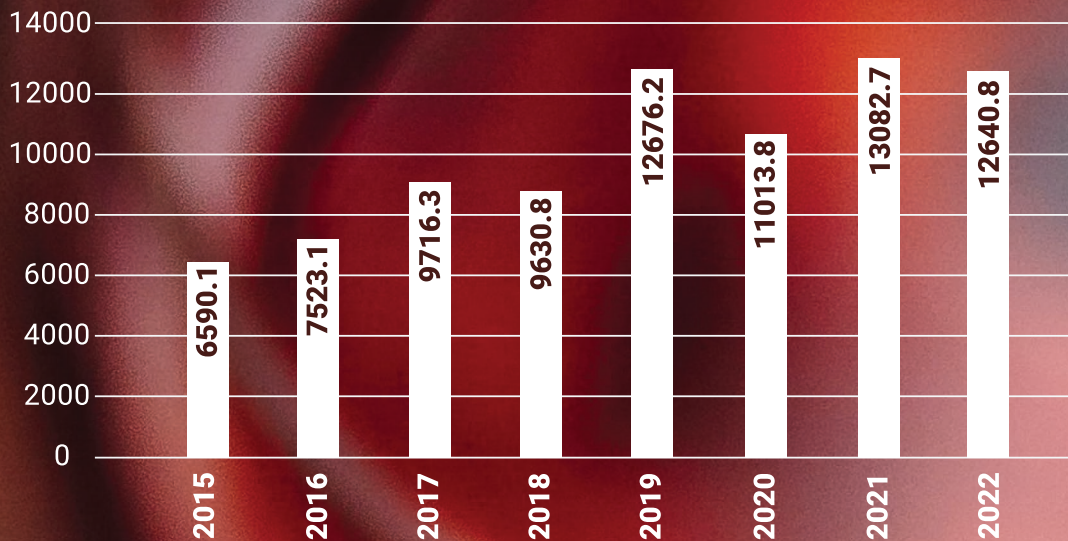
**CONSTANT**

# GROWTH IN PRODUCTION

Increase  
in production by

**1.9** times  
Since 2015

■ Grape wine production in Armenia  
2015-2022 (thousand liters)



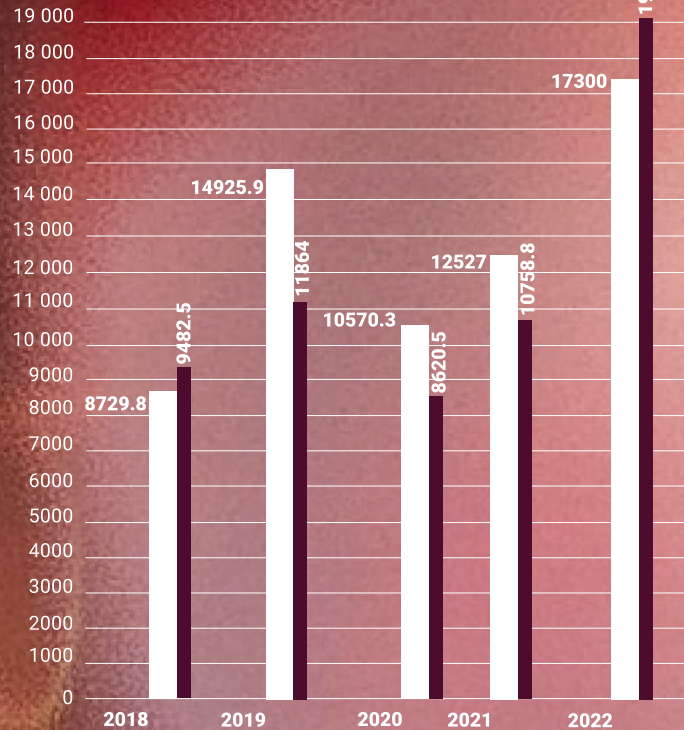


# WINEMAKING

# IN NUMBERS

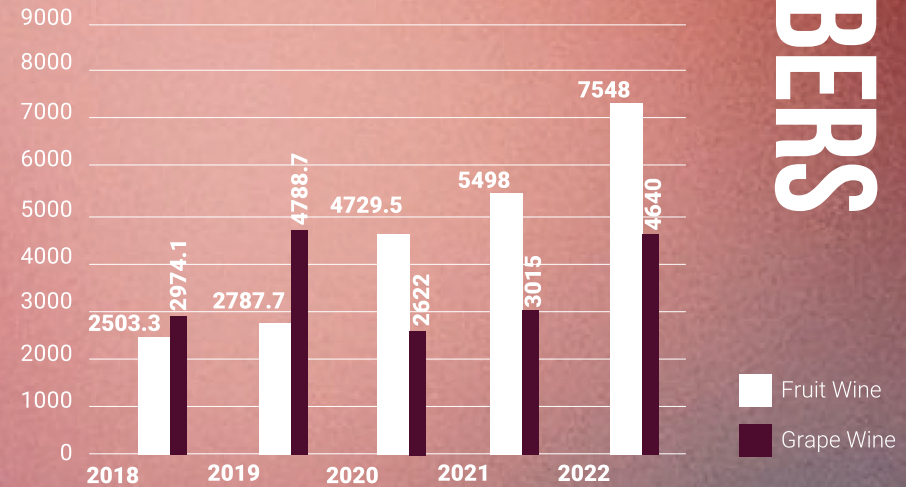
Armenian wine export, thousands USD

**53.6%** Export growth in 2022



Armenian wine export, thousand liters

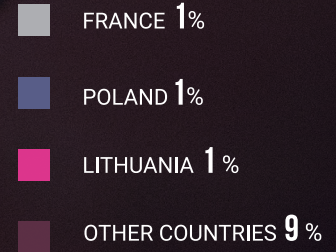
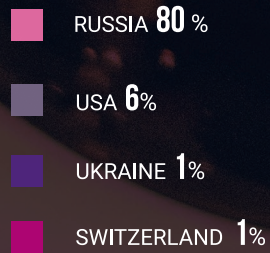
**43.2%** Export growth in 2022



# MAJOR

# EXPORT DESTINATIONS

## DIVERSIFICATION

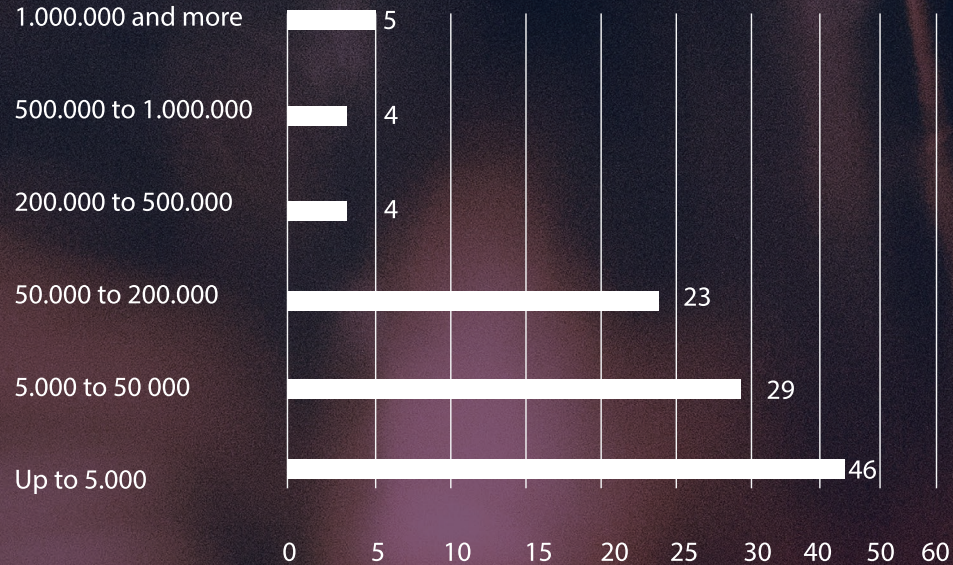


# NUMBER OF WINE

# PRODUCERS

**161**  
PRODUCERS  
OF WINE  
(2022)

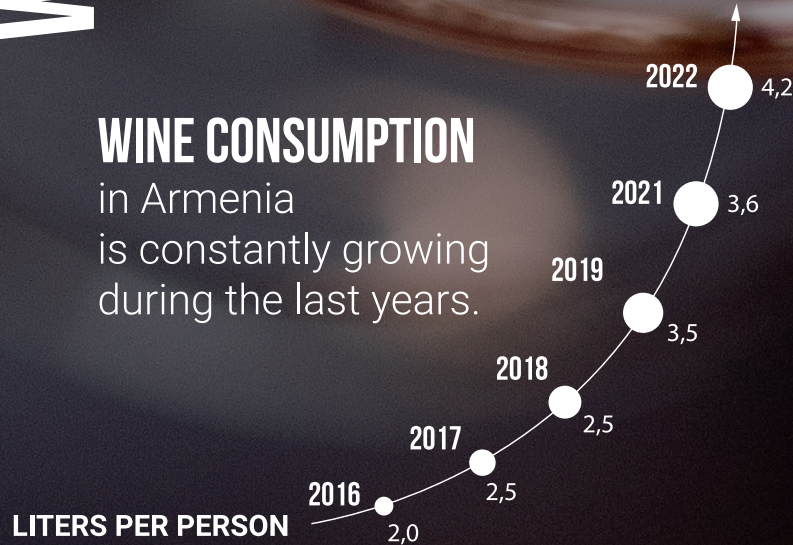
■ Number of producers per number of bottles produced  
(as for 111 producers in 2021)



# WINE

# CONSUMPTION IN ARMENIA

**WINE CONSUMPTION**  
in Armenia  
is constantly growing  
during the last years.



ABOUT

**10 TIMES  
INCREASE**

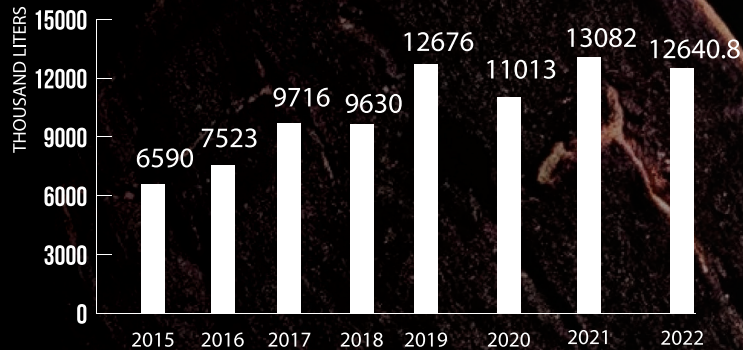
of investment in armenia's  
viticulture and winemaking

**2016-2022**

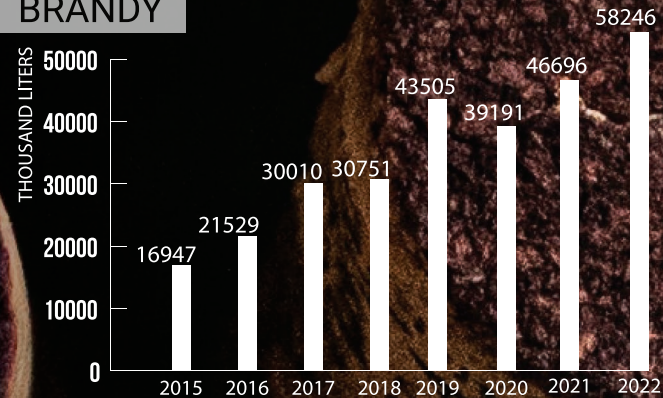
# WINE AND AND BRANDY

**ARMENIA** IS WELL KNOWN FOR ITS  
**HIGH-QUALITY BRANDY**

## WINE



## BRANDY



PRODUCTION

# OTHER ALCOHOLIC

## BEVERAGES

Total production in **2022**

BRANDY  
**58246<sub>HL</sub>**

BEER  
**76314.75<sub>HL</sub>**

VODKA  
**5161.75<sub>HL</sub>**

ARMENIA IS THE **5<sup>TH</sup>**  
**GLOBAL EXPORTER**  
OF GRAPE BRANDY AND  
THE **TOP EXPORTER**  
**AMONG** THE CIS COUNTRIES

# AWARDS



ARMENIAN WINES HAVE BEEN AWARDED

**90**  
**SILVER**  
MEDAL

**79**  
**GOLD**  
MEDAL

**19**  
**BRONZE**  
MEDAL

# FDI LEGISLATION

## OWNERSHIP

100% OWNERSHIP OF RESIDENT LEGAL ENTITIES IS PERMITTED TO FOREIGNERS

## NO RESTRICTIONS

UNRESTRICTED ACCESS TO ALMOST ANY SECTOR AND GEOGRAPHIC LOCATION WITHIN THE COUNTRY

## EQUAL TREATMENT

LEGAL REGIME NO LESS FAVORABLE THAN THE ONE FOR NATIONALS, UNLESS A MORE FAVORABLE REGIME IS PROVIDED BY A RESPECTIVE TREATY

## LAND OWNERSHIP

COMPANIES REGISTERED BY A FOREIGN CITIZEN IN ARMENIA HAVE THE RIGHT TO OWN LAND. FOREIGN CITIZENS CAN HAVE LONG-TERM LEASE CONTRACTS

- **Free exchange** of foreign currencies
- **No restrictions** on staff recruitment
- **No restrictions** on remittances
- **Unrestricted repatriation** of profits



# MARKET AND

## GATEWAY TO MAJOR MARKETS

# TRADE

### **Eurasian Economic Union**

Market of **184,000,000**

Consumers

### **FTA EAEU**

With Vietnam, Singapore,  
Serbia and Iran (Interim FTA)

### **FTA Armenia**

With CIS and  
Georgia

### **GSP Regime**

With USA, Japan, Canada,  
Switzerland, Norway  
(3500 products)

### **Local**

Market of

**3,000,000**

Consumers

# COUNTRY RATING



AMONG 83 COUNTRIES

OECD FDI REGULATORY  
RESTRICTIVENESS

9



AMONG 176 COUNTRIES

ECONOMIC FREEDOM  
INDEX 2023

50

FitchRatings

B+

MOODY'S

Ba3

S&P Global  
Ratings

B+





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