

We believe that Armenia can be a country that not only survives, but thrives. Through our collaborations with local partners, and our commitment to transparency and sustainability, we invest in projects that create jobs, drastically increase salaries and have the potential to change the future. This is made possible by our global community that has supported us at every turn and helped realize these projects.

Together we will build one, thriving Armenia.



FARM-TO-BOTTLE

Our campaign Farm-to-Bottle (launched in June 2017) works to empower small farmers in Vayots Dzor Province to enter into the fast growing wine industry in Armenia. The industry continues to grow, but small farmers are being left behind. Together with our partner, Semina Consulting, we are seeking to address this issue by providing farmers with training to grow quality grapes and guidance to create their own brands of wine. Farm-to-Bottle will provide each farmer with a beautifully designed tasting room in which they can showcase their products to visitors traveling

to Vayots Dzor. Within the first year of production, each farmer can potentially make \$12,000, as opposed to the average annual salary in Armenia which is approximately \$4,200. With the added income and experience, the farmers can go on to establish their own wineries in the region which means more quality wine on the market and more unique experiences to travel in Armenia! Learn more about Farm-to-Bottle on our website: onearmenia.org/campaign

about INSIDE YEREVAN

This is the 4th edition of **Inside Yerevan**. We initially created this map to give visitors the local perspective of what this city has to offer. Using crowdsourced recommendations from people who live in Yerevan, we have curated the best and often most underrated spots to visit. This year, we are focused on Armenian wine- where to find it and, most importantly, where to drink it. We asked

people to recommend their favorite places for drinking wine in Yerevan and have located them all for you on this map. Not interested in wine? That's okay. Most places also offer food and many offer music, so there will be something for everyone. To see previous versions of this map which include a variety of places to visit, check out our website.

MY ARMENIA program

The **My Armenia Program** is working to strengthen cultural sustainability through community-based tourism development, including curating the perfect wine tourism experiences while studying and preserving

ancient practices surrounding Armenia's cultural heritage in wine. On the other side of this map, you will learn more about the various wineries in Vayots Dzor collaborating with the program.



history of Armenian Wine

Wine has been made in Armenia for millennia, as evidenced by the Areni-1 cave in Vayots Dzor Province (which you can read more about on the other side of this map). According to Boris Gasparyan, the head archaeologist of the dig that discovered this incredible winemaking operation, wine was more than just a delicious beverage- it was a means of obtaining a spiritual connection with

"the gods". Remember that when you are enjoying Armenian wine, it's serious business. In the past 6000 years, winemaking in Armenia has progressed, despite many challenges. Today, ancient grape varieties are being used to make incredible wine, unique brands are emerging and Armenian wine is steadily making a name for itself in the global world of wine.



Where to find your favorite Armenian wines abroad

You can only fit so many bottles into your luggage. If you find yourself back at home with a hankering for Armenian wine, you have some options. Option one is book a flight back to Armenia- but we understand if you don't opt for this one. If you live in the United Kingdom, you can order Armenian wine from www.armenianwines.co.uk. If you live

in the United States, Mission Wine & Spirits offers Armenian wines that you can order online (www.missionliquor.com) and also has four storefronts around Los Angeles. It will be worth the roadtrip. For those residing elsewhere, fear not! Armenian wines can be imported all around the world! Read the 1A Blog on Medium to learn more.

made in Armenia

While wine may be the perfect gift, there is always the chance that you have friends or family that would prefer something else as a memento from Armenia (it could happen). We support local businesses whenever we can so we wanted to highlight a few of our favorites for you.



HOMELAND DEVELOPMENT INITIATIVE FOUNDATION (HIDF)

HIDF empowers women and men in villages all over Armenia start their own businesses selling products they make by hand. HIDF has been our partner in several projects and also happens to be one of our neighbors at Impact Hub Yerevan. In their office you can find a variety of items from mugs to baby rattles to laptop cases all handmade by people living in rural Armenia. These gifts are not only Made-In-Armenia, they are World Fair Trade Organization certified. HIDF is the only organization in the entire former Soviet Union to have earned this title. Yeah, our friends are pretty cool.



AVA SHOES

Started in Syria over 50 years ago, this family owned business sells some of the best shoes in Yerevan. Handmade, high quality and beauti-

fully designed, AVA shoes are perfect for any occasion. They sell everything from sandals to heels to hiking boots. For two years in a row they have worked with us for our annual Santas Wanted campaign, providing children in Armenia with locally produced gifts that they both want and need.



NAIRIAN

The fertile soil in Armenia doesn't just produce grapes. The wide variety of flora in the country make for excellent ingredients in the all natural cosmetics Nairian sells at their boutique on Abovyan St. They also have a storefront in Elite Plaza where you can go for consultations with their skin care experts. Your skin will start to feel better just by walking in that place. Additionally, you are now able to book tours of their farm where you can see how they make their products. You might even be able to combine this day trip with a wine tour for the ultimate treat to yourself.

on smoking

There are many venues that still allow smoking indoors in Yerevan- most, in fact. However, progress has been made toward establishing smoke-free zones. Many of the restaurants featured on this map are either entirely non-smoking or else offer a designated area for smokers.

1 IN VINO

In Vino is the most essential wine spot in Yerevan. They have a rich choice of wines for any taste and budget, from Armenia and beyond. The tiny tables outside create a very intimate atmosphere, perfect for cozy Yerevan nights. All that plus the excellent service made it to my favorite place to go out. Oh, and don't hesitate to try their snacks - you will not regret it! Pro tip: make sure to book a table, the place is really popular!

Laura Gevorgyan, 1A Ambassador

2 TAPASTAN

Tapastan restaurant is located on one of the most beautiful streets of Yerevan: Saryan Street. Here you can find the best wines from all over the world. Why choose Tapastan? Because the interior is realized with simple, inexpensive materials, which makes the hall a unique place. The service and warm atmosphere complete the image.

Gevorg, Founder of Arevi

3 WINE REPUBLIC

Great selection of Armenian wines, affordable cheese platters, and a very chill, jazzy playlist. You can get wine from everywhere, and by the glass, but we'd recommend going for Armenian bottles (when in Rome...). Check out Keush for sparking, Old Bridge and Karas for red, Koor and Hin Areni for white, and ArmAs for rosé. They've recently added an Asian-fusion menu, which means you can get basically everything you crave from salmon steak to spring rolls, truffle oil tagliatelle to pad thai. Prices vary from 2,000 - 8,000 AMD for a plate. Perfect place for weekday get together with friends or for a date, but beware, it gets very busy on weekends.

STAFF PICK

5 ANOUSH RESTAURANT

Anoush Restaurant puts a modern spin on traditional Armenian dishes- then pairs them with great wine. Although it's very near to Republic Square, this spot is easy to miss if you don't know to look for it. Located at Republica Hotel, it's the perfect place to enjoy an elegant meal. With their recently renovated patio, you can sit outside and enjoy the warm summer nights. Friday nights are devoted to wine tastings, so add it to your to-do list.

6 BUREAUCRAT

Bureaucrat Cafe & Bookstore is the best place to enjoy wine while reading a book from their amazing collection. The staff is really nice and the interior is great. Plus they have the best Glintwein, which will keep you warm in winter.

Sona Nahapetyan, Social Media and PR Manager at Plexonic

9 ENOTECA

Enoteca is the type of place where you can come in for a glass of wine, only to be lured to settle in for the night. With crafted questions and some sampling, the staff were able to direct me to my favorite wines. The atmosphere is ideal, with a sleek, simple, and modern vibe coupled with nuanced traditional elements. I cannot underestimate the effects of drinking chilled white wine on a hot summer day on their patio. Throughout many visits, I found a great companion in their flavorful Noravank red. Simply, Enoteca is a cozy space that has one foot embedded in tried and true tradition, and the other in new and interesting ventures.

Nare Kupelian, Attorney

10 MAMOO

A cozy open-kitchen gastropub for all occasions, any time of the day. A unique design and tasty food, for a quick breakfast with a foamy hot cappuccino and chocolate tart, a light lunch with my special favorites ginger lemonade and quinoa and prosciutto salad. But above all, Mamoor is the perfect wine-place to enjoy with friends in the evenings with a glass of Bordeaux Dulong Merlot-Cabernet, cosy atmosphere and a good mix of jazz and blues hits.

Karine Kocharyan, Head of Licensing and Certification Department at BetConstruct

13 ULIKHANYAN CLUB

If live music is your thing, Ulikhanyan Club is the place to be. From jazz to blues to rock, you are bound to find an evening that suits your musical taste- just check out their Facebook page to see who is playing. Their wine list is short and sweet, but you will definitely find something to sip on while you enjoy the show.

14 BURO

Buro is the best mix of a co-working space, delicious food and entertainment in the same place. They say, "work 'n' roll". Indeed, after a hard working day in a friendly and relaxed atmosphere (a separated co-working chamber) you can take your plate of rolls and wine and enjoy your evening. Buro offers a variety of membership packages for freelancers, providing a complete set of office equipment to get organized and make the most of your workspace. Done with your professional errands? Don't plan to leave. Just in the next room, the roll space, you are invited to grab a glass of wine of your choice, pick a plate of cheese rolls and enjoy. Another important note; it's one of the few places in Yerevan open from 10am to 2am.

Yuri Ghazaryan, Photographer



7 SAY CHEESE ARMENIA

As a true cheese lover I adore this place for its abundant selection of authentic cheeses from the best cheese making countries as France, Switzerland, Italy and The Netherlands. Pairing with your favorite wine selection you can enjoy a lovely evening in a cozy environment at the most popular "wine & dine" area in Yerevan (Saryan str.). The highly professional and knowledgeable staff will take you to an awesome journey of the finest cheese making history and traditions, making your experience even more memorable. Highly recommend to try the famous from Mont Vully refined with Vully red wine that gives it an exquisite and piquant flavor.

Ani Margaryan, Aurora Barealisse- Managing Partner

8 THE CLUB

How do I love The Club? Let me count the ways. Firstly, steak on stone. Hands down best steak in town. Where there is great steak, there is great wine. Whether it's the house wine from their winery, or any of the international wines they recommend. I tend to stick to the Armenian wines and either get their house wine, or a Kataro Reserve, though they know their wines well and are happy to recommend. The atmosphere is wonderful with the exposed stone interior. Though I usually opt to sit in the restaurant, there's also a tea room and a cafe if you're looking for a more relaxed vibe. They also have live music on some of the nights which compete with the sizzling sound of the steak on stone.

11 APERITIVO

Aperitivo is the type of place you can go to at any time of day. They offer breakfast, lunch and dinner in addition to tea, coffee and an extensive wine list. If you are with a large group of people with a variety of tastes in food and wine, this is the place to bring them- but be sure to make a reservation. Placed strategically at the Cascade, this restaurant is centrally located and affords visitors the opportunity to people watch while sipping on fine wine.

12 MIRZOYAN

Mirzoyan Library is a place worth discovering... It is the ultimate place to be for those who appreciate vintage interior with worn-out windows, old-fashioned (Soviet) furniture, wooden stairs, and books of photography. It offers a rich choice of natural tea flavors, and a balcony view of a cozy Armenian yard below one's sight. Fresh and peaceful at daytime, romantic and wondrous at nighttime, Mirzoyan is a place that offers a warm embrace. Prices are reasonable and the staff is welcoming. However, avoid going there hungry. Enjoy!

Haykuhi Alaverdyan, Gradaran Cultural Organization, Project Assistant at the Armenian Lawyers' Association

15 DARGETT

Centrally located, Dargett is one of the first microbreweries in Yerevan. It has a nice variety of beers both imported and local, great service, great food and an aesthetically pleasing interior. If you're not a beer person, they also have a variety of wine to choose from. The best part of it is the atmosphere. It's a mix of locals and tourists, a place where people from different walks of life and cultures mingle while sharing a fresh brew. Be sure to check out the downstairs room. This is where the beer cisterns are housed and beautifully displayed. I always get my favorite beer to go, freshly bottled from the source.

Maria Khachatryan, Painter

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Getnatoun Winery



If you are curious about larger, industrial-scale wine, brandy, and vodka production, then plan a visit to Getnatoun's factory, a family-run business since 1999. Getnatoun's products are not available in regular markets, so the wine-tasting room featured on the tour is something of an exclusive experience. After exploring the clean, modern

facility, enjoy a snack at the company's vineyards not too far away. Getnatoun is particularly well-known for its pomegranate wine and has also won awards for its other products. The company was established based on the practices of California wineries following a study tour that the founder of Getnatoun undertook.

Voice of the Vintner

Vayots Dzor is unique with its sunny climate and vineyards that are located high in the mountains. Due to these two important factors, the crops that grow in Vayots Dzor are delicious and high quality. Our company is unique as it is a family business. Anyone visiting the factory, while tasting Getnatoun's products, can feel the warmth of family and efforts, which makes it possible to produce unique wine.

Vahe Mkrtchyan
Getnatoun Winery

Hin Areni

Thousands of visitors spend time at the Hin Areni wine factory every year. Besides having a look at and learning about modern, large-scale production techniques, there is a wine-tasting area with the option of a meal to go with the drinks. In addition, there is the

opportunity to tour the nearby vineyards on a quad-ricycle all-terrain vehicle – a unique way to see first-hand how Areni grape go from bunch to punch. Depending on the production cycle, grape-picking tours can also be arranged during autumn months.

Voice of the Vintner

Vayots Dzor is distinguished by its beautiful landscapes, nature, caves, flora and fauna. The region is known for winemaking. Our wines are distinguished by their high quality and taste. They are made from Voskehat and Areni grape varieties. The white wine is made from Voskehat variety which has won several prizes. It differs from other wines with its unique taste and flavor. The rosé is made from indigenous Areni grape variety. It is the only wine that has a delicate pink color and flavor. The red wine reflects the history of more than 6000 years of winemaking. Our Reserve red wine is aged in oak barrels for 2 years. Our winery has high quality equipment and modern technologies that meet all international standards. We organize tours inside the factory and provide guides who speak three languages (Armenian, Russian, English). We provide a lunch of traditional meals. We guarantee a warm and pleasant atmosphere. Our staff is young, friendly and very supportive.

Davit Mkrtchyan
Hin Areni Winery

Festivals

There has been a boom of local festivals in Armenia over the past few years. Vayots Dzor is no exception. Perhaps the biggest draw is to Rind and Areni for the Areni Wine Festival every autumn, which brings in tens of thousands for the food, music, dancing and—of course—wine! The Gata Festival in September, up the road in the

village of Khachik, boasts the world's largest – and probably yummiest – gata. For winter lovers, the Snowman Snow Art Festival is the place to chill in Jermuk in February, while the relatively new Ecotourism Festival takes place in different locations during the summer with a focus on sustainable travel, nature-loving, camping, and yoga.

Go for a hike in Gnishik Protected Area



In the highlands overlooking Noravank gorge, you'll find the Gnishik Community Managed Protected area, a first-of-its-kind initiative organized by some good folks in the villages of Gnishik, Areni, and Khachik, with support from the World Wildlife Fund. If you like traipsing along stony paths while admiring red rock faces and taking in very special views (from above) of the Noravank monastery, then a hike through Gnishik is definitely for you. At more than

6,000 hectares, the massive protected area is home to more than 900 species of flora and 500 species of animals—many of which are critically endangered. The Gnishik Foundation, which manages the park, maintains an office and information center in the village of Gnishik, and offers overnight accommodation in town. The Foundation can organize a guided hike in the protected area or a off-road adventure in one of the organization's jeeps.

Noravank Monastery



Your trip to Vayots Dzor is not complete without a visit to this iconic medieval monastic complex. The 9th century monastery is surrounded by ochre-colored cliffs and offers a commanding view of Noravank Canyon, just a short drive from the Areni-1 Cave Complex. A medieval stone relief in the complex depicts God the Father blessing the crucifix with his right hand and holding the head of Adam in his left hand. This is thought to be the oldest depiction of God himself in Armenia; until this, He was only represented symbolically and never with a human likeness.

For early-birds, visiting Noravank just before sunrise is an absolute treat. Not only do you see the hues of monastery change from a grayish blue-green to the spectacular golden-pink that reflects off the stones in the sunlight, you also will most likely witness herds of Bezoar goats in their morning migration from river to mountaintop. If you're lucky, you'll see Bezoar goats running straight up the sheer cliffs behind Noravank.

Old Bridge

Locally-made wine, with an accompaniment of locally-made goat cheese and locally-made honey – does anything more need to be added? Family-run since 1998, Old Bridge includes a wine production facility and bed-and-breakfast as a full package to host visitors for a special experience in

Vayots Dzor. Depending on the time of year, grape-picking, distillation, or bottling activities can also be arranged. There is a historic bridge nearby, dating from the 13th century, that gives the facility its name – a fun spot to explore and work off some of that fine food and drink.

Voice of the Vintner

The Old Bridge Winery has the smallest scale of wine production in Armenia. We, people of different professions (engineer, doctor, economist, programmer) have our responsibilities in the production process. From the very beginning, starting with the establishment of vineyards, we realized that this is something that can unite people. We started planting grapes with the help of our family members- from grandfathers to grandchildren. Now when we are looking at the photos that were taken 15 years ago- they remind us of the atmosphere filled with warmth, joy, love and hope. Speaking about our wine, we say that it was produced by hand and try to explain what that means. This means that the energy, the mood, the emotions and the love are transmitted to the wine through the hands of the winemaker. As in any science, there are rules, so by following the rules it is possible to produce average quality wine. But when the wine is produced in an atmosphere of love, in our opinion, it becomes signature wine. Thus it becomes unique like love. We produce signature wine.

Armen Khalatyan
Old Bridge Winery

Areni Wine Factory



Founded in 1994, Areni Wine Factory is among the oldest and most well-established wine production facilities in the area. The folks at Areni Wine Factory have welcomed some 30,000 thirsty travelers every year since 2012. Their classic tour includes a quick walk through their cellar and a tasting of their selection of reds, whites, and pomegranate wines. In the upstairs

dining area, you can watch a short video about Armenian winemaking tradition and enjoy a coffee or tea, and some snacks. Meals and lavash baked on site can be arranged as well. There are also souvenirs and other items for sale. Areni Wine Factory has been a family-run business since the beginning and has garnered a number of awards and medals for its products.

Voice of the Vintner

The region of Vayots Dzor has great historical heritage. It has magnificent monastic complexes, beautiful nature, caves and areas of great importance. Areni wine factory preserves historic winemaking traditions and produces delicious wines using Areni grapes. The factory has also been producing fruit wines (pomegranate, raspberry, cherry, blackberry, peach, apricot and quince) for 8 years.

Tigran Simonyan
Areni Wine Factory

Trinity Canyon Vineyards

One of the younger wine production facilities, Trinity has been led by three wine enthusiasts since 2009, including one who has written a cheerful and talkative guide for the ancient country of witty winemakers - Armenia. The focus here has been on producing as organic fare as possible, with minimal

yield and without the use of modern mass production practices – quality over quantity. If “bio-wine” is on your agenda, this is the place to visit for a demonstration of traditional wine production practices and techniques. Trinity also continues to experiment with both endemic and foreign grape varieties.

Voice of the Vintner

The wines of Trinity Canyon Vineyards are made from grapes coming from the first and only vineyard plots in Vayots Dzor to officially have the status of being “on the way to organic viticulture”. Several French grape varieties are cultivated at Trinity and these grapes are included in some of the experimental blends and new wine projects. This is the sole winery in Vayots Dzor to produce natural white and red wines in terracotta vessels (karases) while respecting a full ancestral processing line of production, including an extended skin maceration time under the ground. Trinity Canyon Vineyards is a member of DiVine Group, which operates restaurants propagating Armenian wines in Armenia, the US and France. It also owns In Vino, the pioneer of the wine drinking culture in Armenia. During harvest season, volunteers can sign up in advance to help pick the grapes and celebrate afterward.

Hovakim Saghatelian
Trinity Canyon Vineyards



Areni 1 - Cave

The Areni-1 Cave in Vayots Dzor offers evidence of wine production from 4000 BC. The Areni-1 Cave has yielded exciting findings of a full-on winery, including collection, crushing, and fermentation areas – the earliest evidence for such a production facility in the world. It is also the

location where the world's oldest shoe was found, currently on display at the National History Museum in Yerevan. This is where it all began! At least, that's what archeologists say. Visit Areni and the surrounding communities for a glass of wine six thousand years in the making.



About My Armenia

The My Armenia Program, implemented by the Smithsonian Institution and funded by the United States Agency for International Development (USAID), seeks to promote Armenian cultural heritage through community-based tourism and regional economic development. As part of its activities in various corners of the country, My Armenia is

working with Armenian winemakers and curating wine tourism experiences in the Vayots Dzor region while telling a global audience the story of Armenia's ongoing renaissance in viticulture. The goal is to inspire more people to visit Vayots Dzor to sample some of the finest wines in the country and discover the many exciting cultural tourism experiences available in the region.



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