

- Investment
- Support
- Center

WINEMAKING

SECTOR BRIEF OVERVIEW



WINEMAKING



**THE OLDEST
WINERY IN THE
WORLD**

6100 YEARS



217.000 tons

Production of all types of
grape

16.700 hectares

Total vineyard surface in the
country



Over 21-22%

Wines produced in Armenia is
exported

12.676.2 hl

Total production, the
65% is red wine



3,5 (per capita, liters)

In 2018-2019 wine
consumption has grown
considerably



5 winemaking regions:

Vayots Dzor, Armavir, Tavush, Aragastotn,
Ararat

66.000 farmers and economic units

ARMENIAN 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

Another 21 grape varieties
are more food matching,
and 3 for raisin production

THE MOST FAMOUS VARIETIES ARE:

ARENI NOIRE, VOSKEHAT, KHATOUNA KHARJI, KAHET, LALVARI, KANGUN

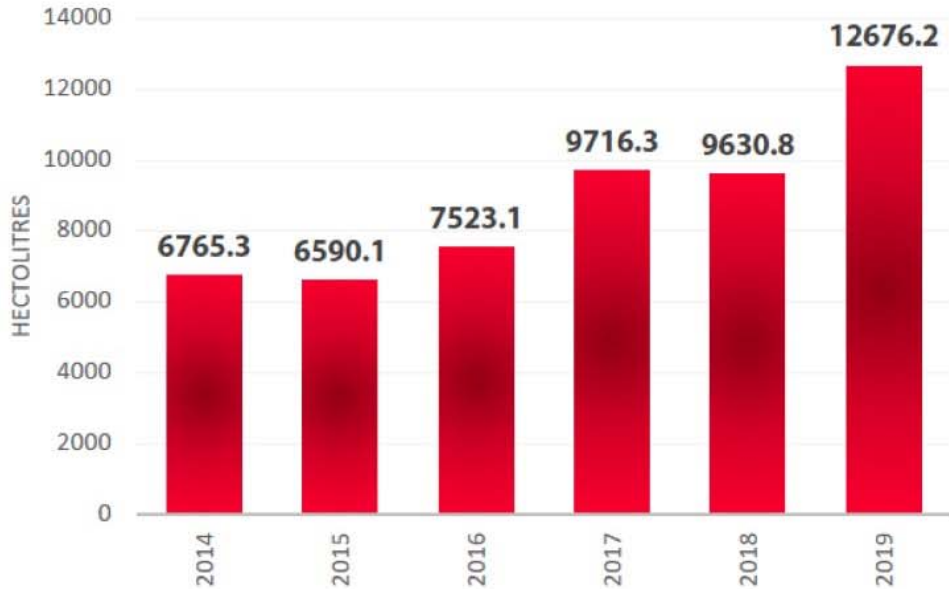
WINEMAKING IN NUMBERS

31.6 %

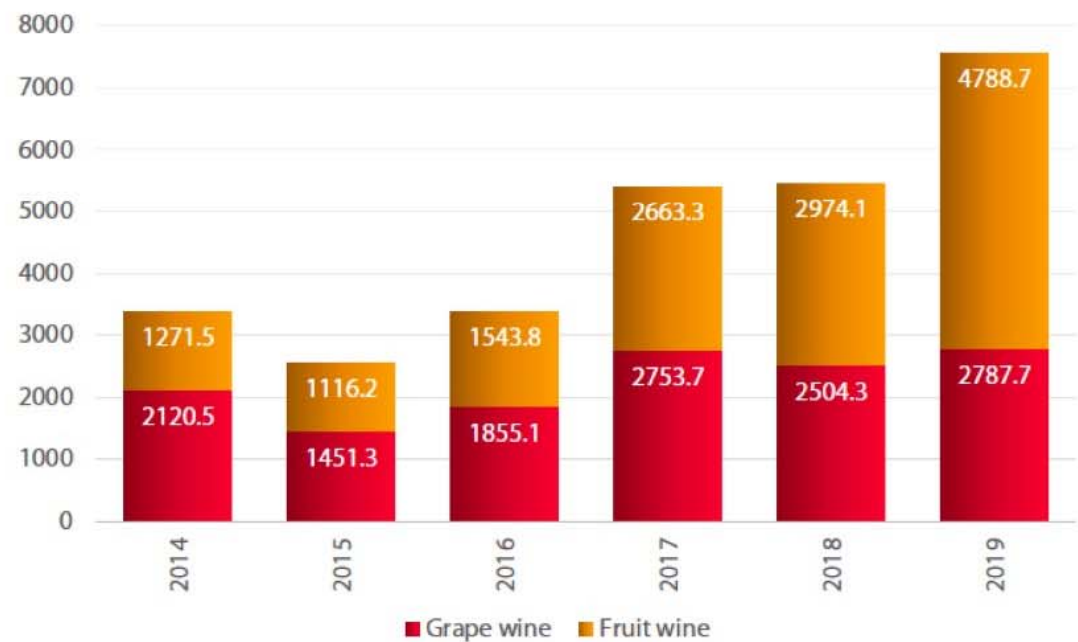
Production growth in 2019

Export growth in 2019

27.7 %



**Grape wine production in Armenia from 2014-2019
hectolitres**



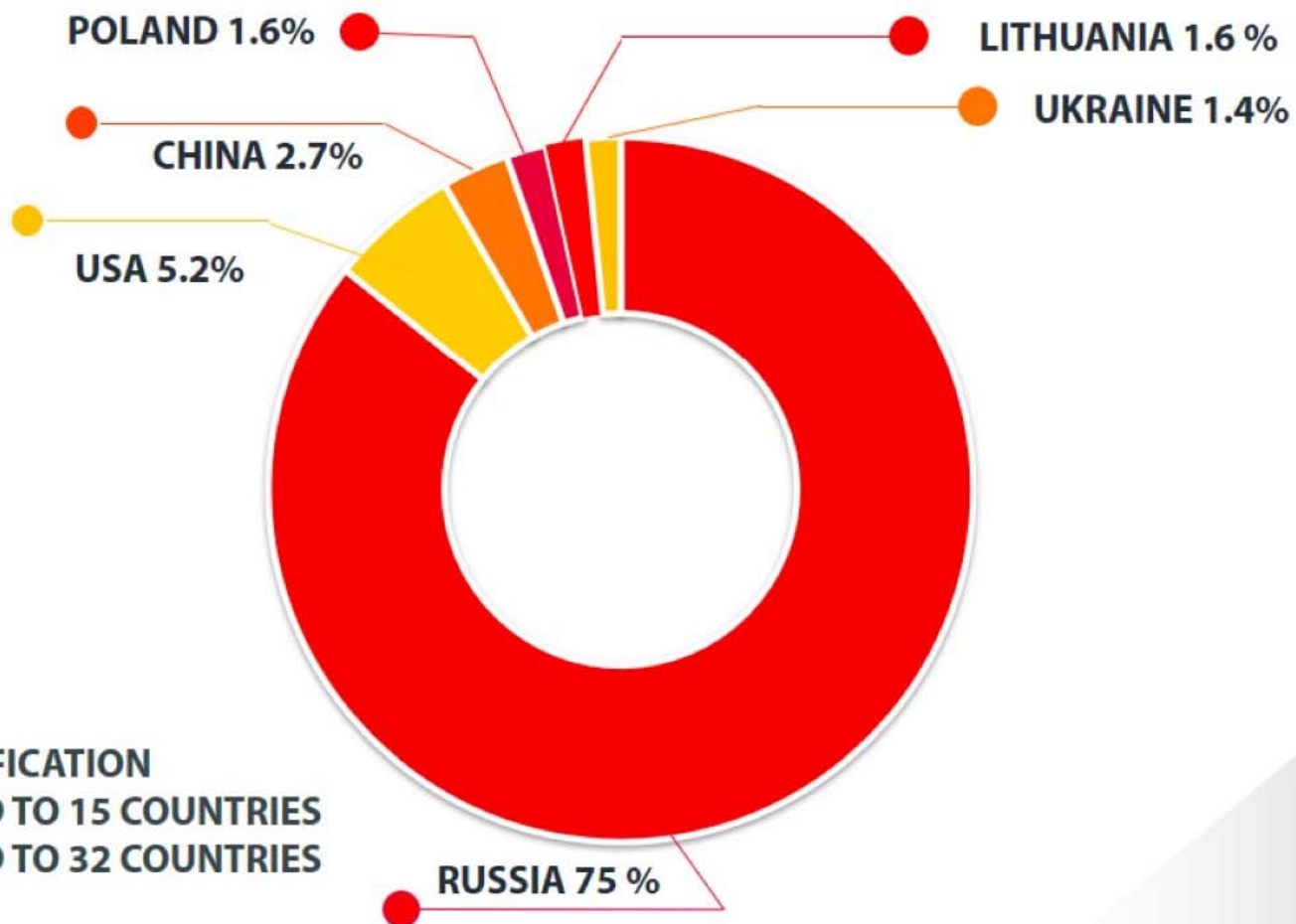
**Armenian wine export
Thousands USD**

MAJOR EXPORT DESTINATIONS

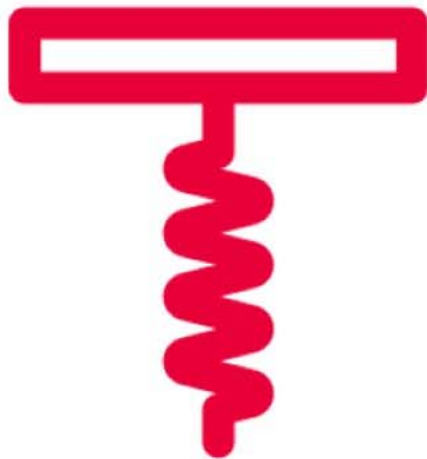
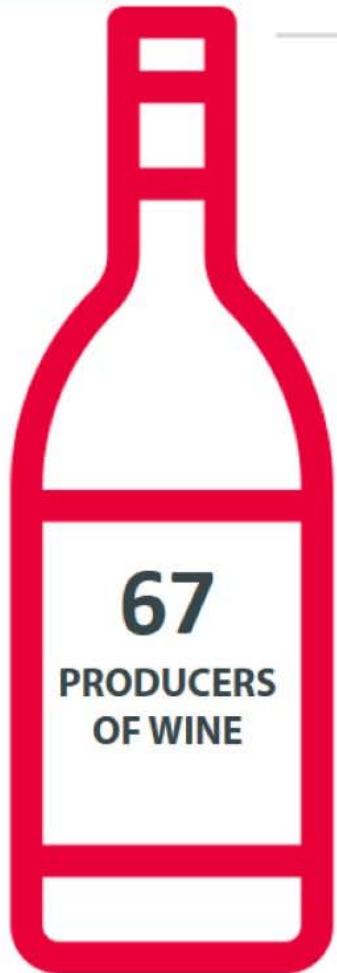


21% OF WHOLE
PRODUCTION
WAS EXPORTED

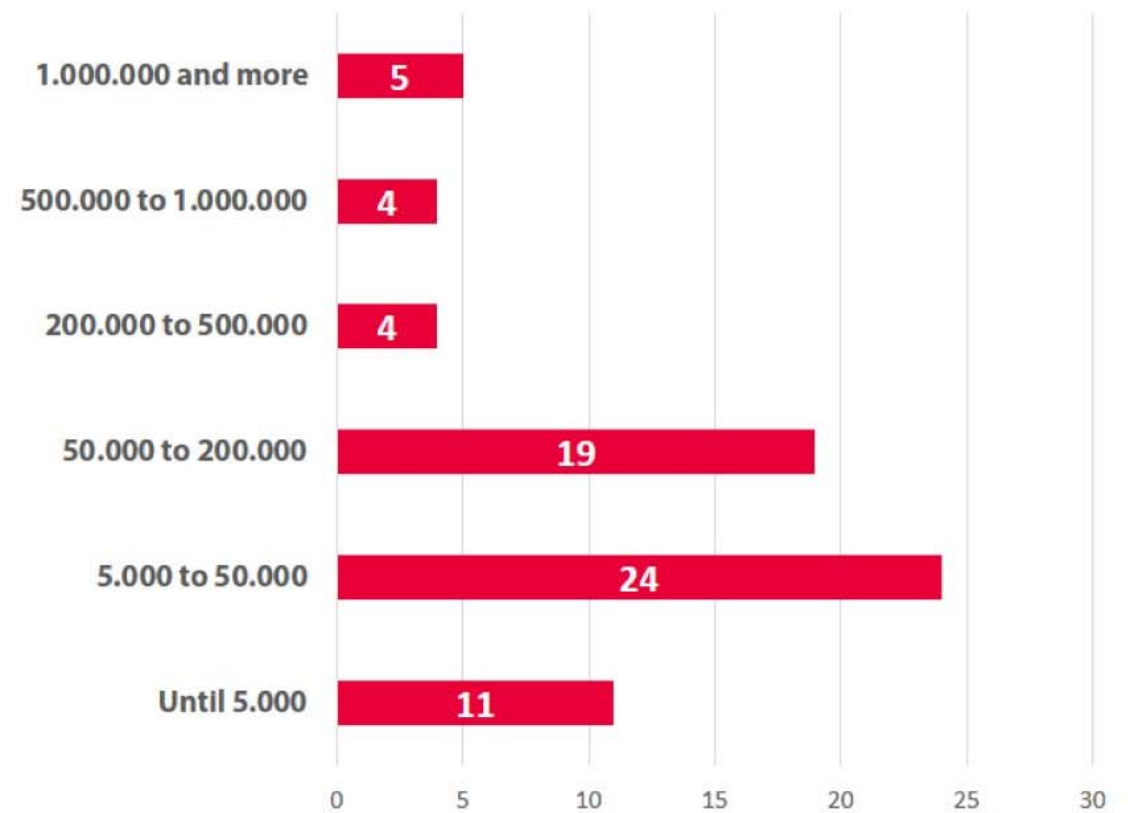
DIVERSIFICATION
IN 2015 EXPORTED TO 15 COUNTRIES
IN 2019 EXPORTED TO 32 COUNTRIES



NUMBER OF WINE PRODUCERS

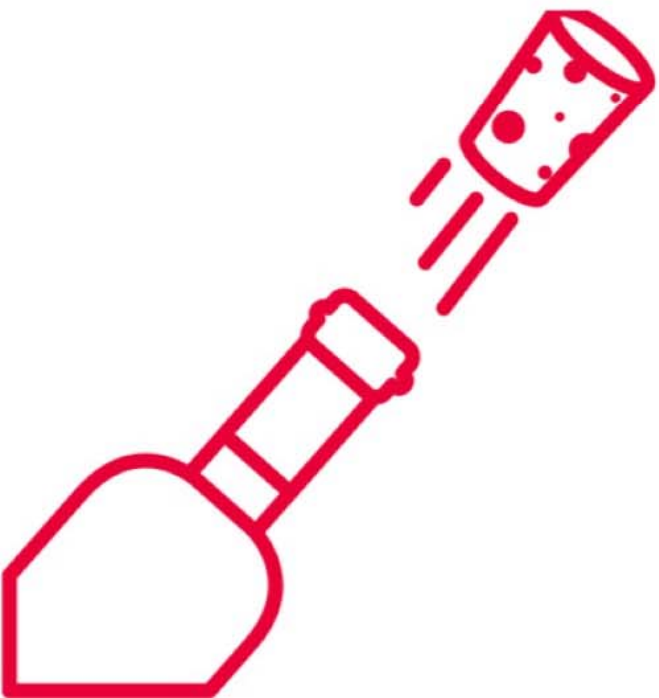


Number of producers per unity of bottle produced



WINE CONSUMPTION IN ARMENIA

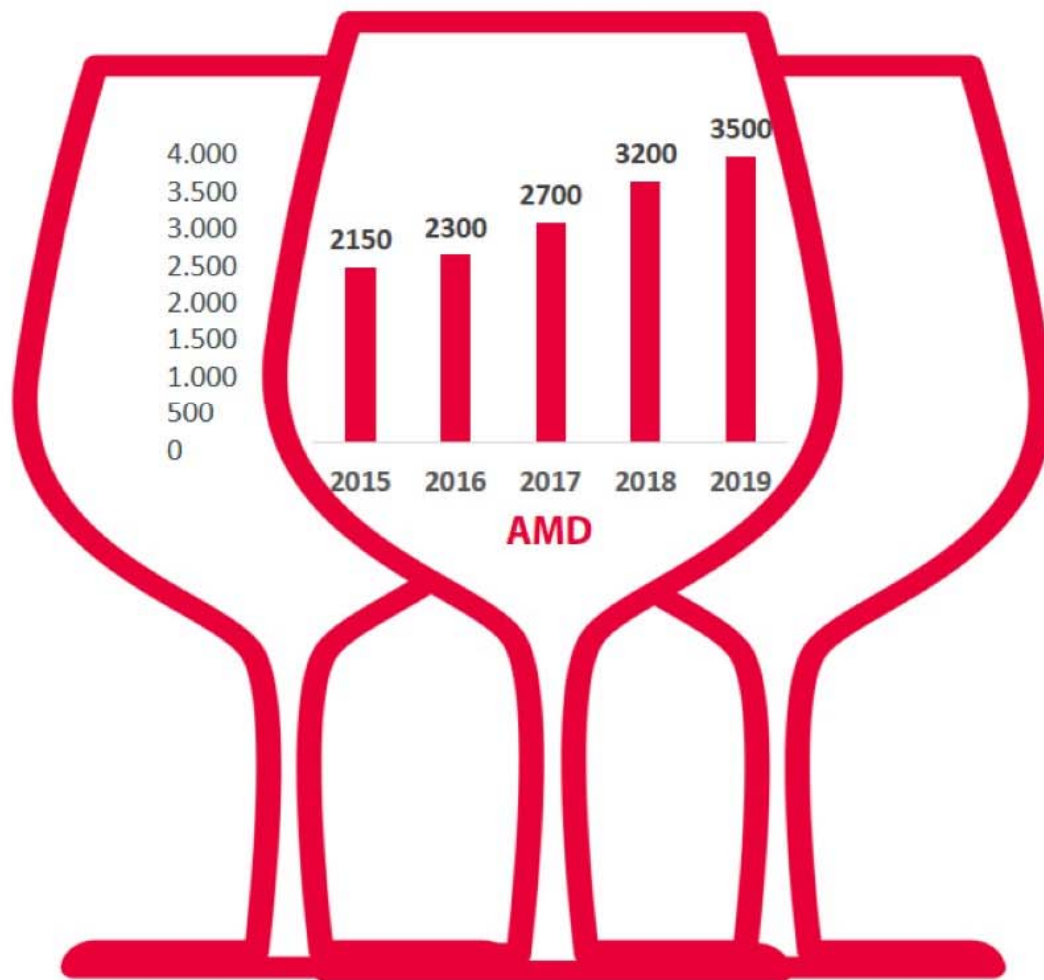
Wine consumption in Armenia is constantly growing during last years.



AVERAGE PRICE OF BOTTLE OF WINE IN ARMENIA



IN YEREVAN THERE
ARE MORE THAN
30 SPECIALIZED
WINE SHOPS AND
BARS



AWARDS

Armenian wines have
been awarded by



GOLD MEDAL



SILVER MEDAL



BRONZE MEDAL



OTHER BEVERAGES PRODUCTION



ARMENIA IS
THE 5TH GLOBAL
EXPORTER OF GRAPE
BRANDY
AND
THE TOP EXPORTER
AMONG CIS REGION



BRANDY

41.5 %

Production growth in 2019

43 505.7 hl

Total production



BEER

11.4 %

Production growth in 2019

26 257.6 hl

Total production



VODKA

18.6 %

Production growth in 2019

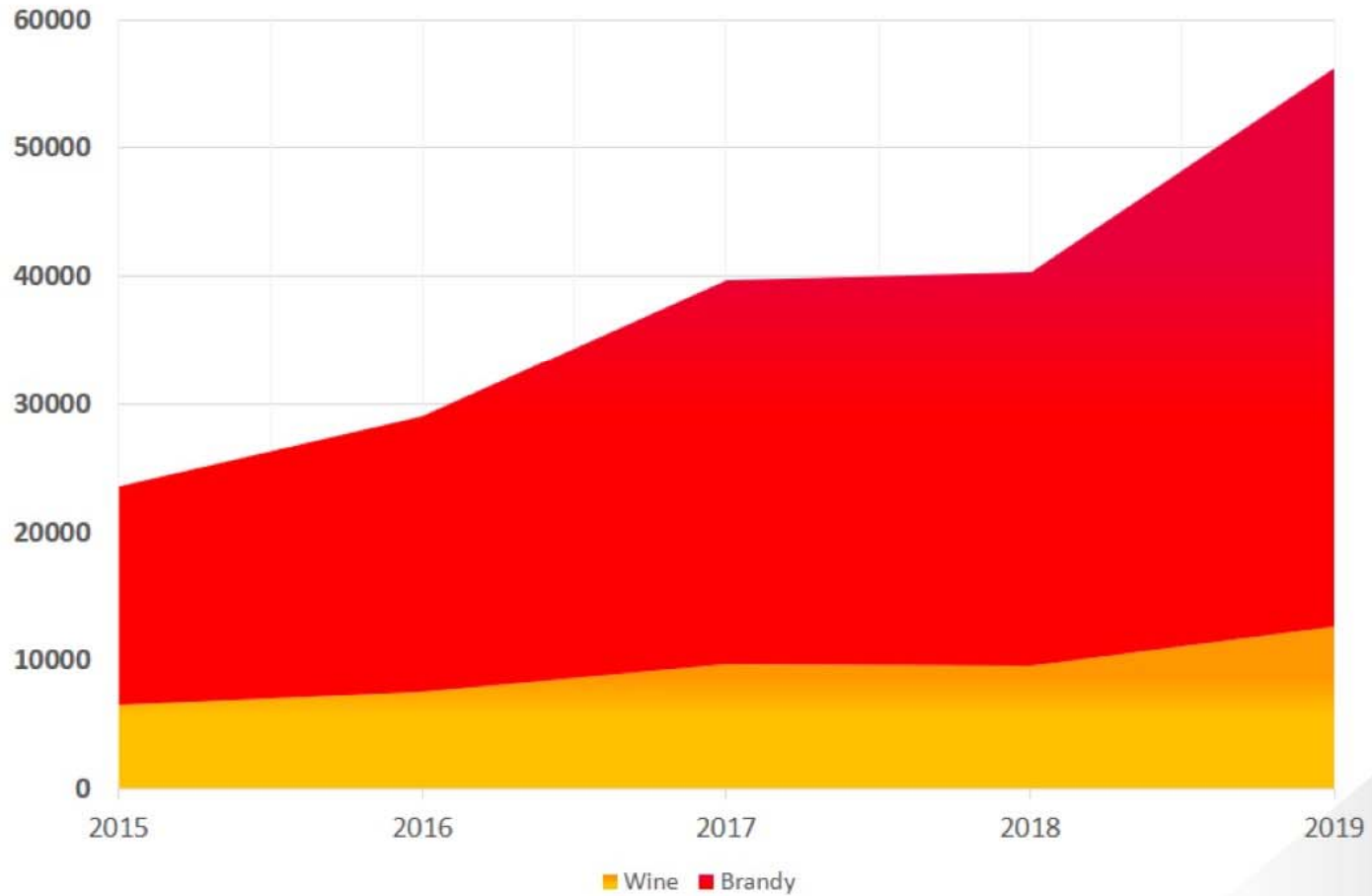
5 981.2 hl

Total production

DIFFERENCE BETWEEN WINE AND BRANDY PRODUCTION



**BRANDY IS ONE
OF THE MOST
KNOWN
ARMENIAN
BRANDS**



WHY ARMENIA

FDI LEGISLATION

| | | | |
|--|--|--|--|
| OWNERSHIP  | EQUAL TREATMENT  | NO RESTRICTIONS  | LAND OWNERSHIP  |
| 100% ownership of resident legal entities is permitted for foreigners | Legal regime no less favorable than the one for nationals, unless a more favorable regime is provided by a respective treaty | Unrestricted access to almost any sector and geographic location within country | Companies registered by a foreigner in Armenia have the right to buy land. Foreign citizens can have long-term lease contracts |

- ✓ Free exchange of foreign currencies
- ✓ No restrictions on staff recruitment

- ✓ No restrictions on remittances
- ✓ Free repatriation of profit

COUNTRY RATING

DOING BUSINESS INDEX 2020



OECD FDI REGULATORY RESTRICTIVENESS INDEX



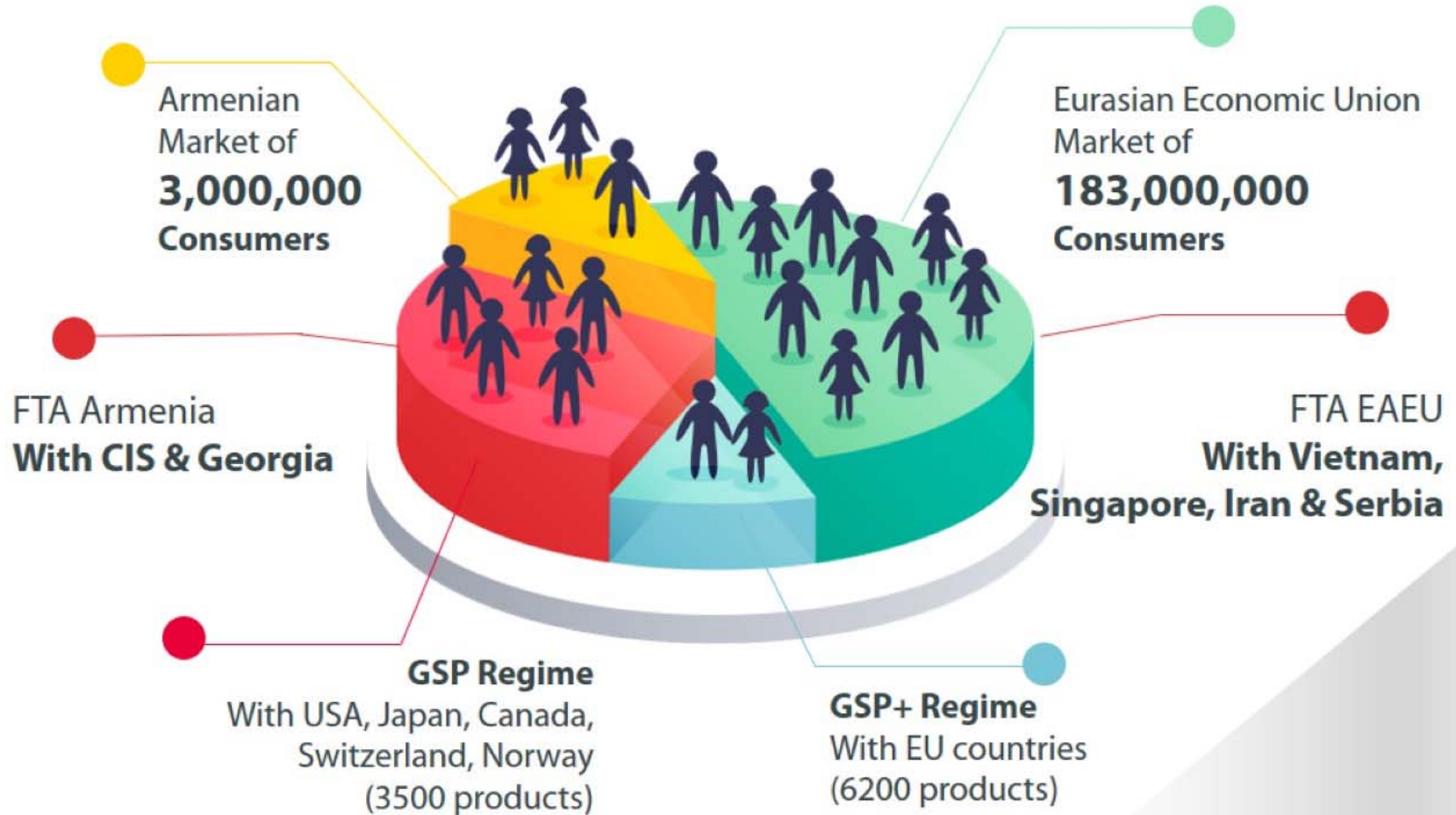
ECONOMIC FREEDOM INDEX 2020



MARKET & TRADE



**GATEWAY TO
MAJOR MARKETS**



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