



*mountain born*

## ARMENIAN WINEMAKING REGIONS AND GRAPES



# THE NEW ERA of WINEMAKING IN ARMENIA

In recent years, once off the radar, Armenia has experienced its winemaking renaissance reviving its viticulture and winemaking traditions and bringing back its place on the world wine map. Gradually winemaking has become one of the leading branches of the Armenian economy. New vineyards were established, and new wineries were opened every year. Today the total vineyard surface is 15,574 ha, and the number of Armenian wine producers has reached 150. There are more than 400 indigenous grape varieties, 55 of which are used in winemaking.



## Armenia - The Cradle of World Winemaking

The discovery of the Areni-1 cave and its winemaking facility has had a significant impact on the history of winemaking. However, the discovery of the Areni-1 cave pushed the date of the earliest known winemaking back by over 6000 years to 4100 BC.

Wine played an important role in the ancient Armenian society, with evidence suggesting that it was used in religious rituals and as a trade commodity. The discovery of the winemaking facility also suggests that the ancient Armenians had a sophisticated knowledge of viticulture and winemaking techniques.



# OUR HISTORY

## ABOUT US

Noah of Areni LLC is established by one of the most renowned and oldest wine houses in Switzerland.

St. Jakobskellerei Schuler & Cie AG Schwyz (founded in 1694). In 2017, Mr. Jakob Schuler, the head of the company, set out to discover the origins of the wine culture and travelled to the Caucasus.

Our company was founded to blend Armenia's ancient winemaking traditions with modern practices. We focus on cultivating indigenous grape varieties in the Vayots Dzor region. Currently in the process of obtaining the **Green Certificate** in 2026.

Committed to organic agriculture, we produce wines that reflect rich heritage and promising future of Armenian viticulture.

# OUR TEAM



**JACOB  
SCHULER**

Founder



**STEPAN  
AVAGYAN**

CEO, Partner



**NAREK  
SANTURYAN**

Chief Operational  
Officer



**PAVEL  
VARTANYAN**

Chief Oenolog



**MARLEN  
SIMONYAN**

Chief Agronomist



**ARAM  
TANANYAN**

Security Manager

# OUR TEAM



**GIACOMO  
SENSI**

Agronom-Consultant



**VALENTINO  
CIARLA**

Oenolog Consultant



**SONA  
AVAGYAN**

Marketing  
Specialist



**EMMA  
MKRTCHYAN**

Sales Manager



**TOMA  
VARDAPETYAN**

Accountant



**SATENIK  
DANIELYAN**

Designer



**ANGELINA  
SARGSYAN**

Export Manager



**ANNA  
SMBATYAN**

Event Manager



## Terroir



The soils are volcanic, rich in sand, with inclusions of sedimentary rocks. The vineyards are situated on sloped terrain

## OUR VINEYARDS

Our vineyards are located in Vayots Dzor region in villages Rind and Aghvnadzor. The factors considered during the selection of existing vineyards were the soils, landform, altitude, slope, aspect, nutrients, water, etc. Hence, such an approach allows growing high quality grapes, which is the main prerequisite of producing high quality wines.



## Rind



**ALTTERA WINES**



# OUR WINERY

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## STAINLESS STEEL TANKS

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Besides the standard volume tanks, we use small ones for new experiments.

## BARRELS

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Armenian  
French  
American  
Swiss

## PRODUCTION VOLUME

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Around 250,000 bottles.

ALTERRA WINES

# B Leaf

ALTERRA WINES



**B LEAF**  
ARENI



**B LEAF**  
VOSKEHAT



**B LEAF**  
ARENI



**B LEAF ARENI  
SEMI-SWEET**



**B LEAF VOSKEHAT  
SEMI-SWEET**

A dark, atmospheric aerial photograph of a valley filled with vineyards. The fields are arranged in long, narrow, light-colored rectangles that contrast with the dark, shadowed areas between them. In the background, a range of mountains is visible, their peaks partially obscured by a hazy sky. The overall mood is mysterious and elegant.

# ARKURI

ALTERRA WINES



**ARKURI**  
**ARENI**

**ARKURI**  
**TOZOT**

**ARKURI**  
**MILAGH**



**ARKURI  
ARENI**



**ARKURI  
KHATOUNI**



**ARKURI  
VOSKEHAT**

An aerial photograph of a vineyard in a valley. The landscape is filled with numerous rectangular vineyard plots, which are darker in color than the surrounding dry, brownish terrain. A winding road cuts through the vines, and a few small buildings or trucks are visible on the road. In the background, a range of mountains is visible under a hazy, light sky.

# ARTERIA

ALTERRA WINES



**ARTERIA  
ARENI/TOZOT**



**ARTERIA  
VOSKEHAT/  
KHATOUNI**



**ARTERIA  
ARENI/TOZOT**

NOA

ALTERRA WINES

**NOA CUVEE  
RESERVE**



**NOA TOZOT  
RESERVE**





ZEB  
BLANC DE  
NOIR



**NOA ARENI  
RESERVE**



**ALTERRA WINES**

# NOA NATURAL SWEET RESERVE



ALTERRA WINES



## NOA LIMITED EDITION



ALTERRA WINES



**NOAH OF ARENI LLC**

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**ALTERRA WINES**

