

D7 Thesis, Abstract

Areni and Voskehat in Modern Armenia

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Motivation

I first met Armenian wines during the tasting in Moscow in January 2018. Most of the wines left a beautiful impression, but especially those made from Areni Noir and Voskehat. They were made correctly and showed aroma and flavour profiles that were different from other wines. During the study at WSET Diploma course, I realised there was just a little information on Armenia as a wine country. I felt that there was a lot to learn, and Armenian wines had a potential. To narrow the subject, I decided to focus on two most interesting for me varieties, Areni Noir and Voskehat. This is how my choice of a topic was made.

Problem/ Objective

The objective of this thesis is to research from many different aspects two important Armenian grape varieties – Areni Noir and Voskehat in the context of the modern wine industry of Armenia. What is the current state of these varieties in modern winemaking of Armenia, and do wines from them have a competitive future on the global wine market?

Methodology

The methodology is based on a collection of information from available sources – books, guides, websites of Armenian wine producers, Ministry of Agriculture of the Republic of Armenia, Vine and Wine Foundation of Armenia, magazines and tasting notes. The central core of the research was a personal visit to Armenia in Spring 2019, where it was possible to visit seven wineries and one wine incubator. Research is also based on the information from personal communication with representatives of the wine industry of Armenia, and on personal tasting notes made during Areni Noir and Voskehat tasting at the wineries and tasting events in Yerevan.

Content

Introduction

Covers the research subject and overview of the topics from the main body. An introduction includes time limitations, short historical introduction and preview of potential «selling points» of wines from Areni Noir and Voskehat.

Structure

Areni Noir and Voskehat Varieties. Short historical introduction

Change of situation in the wine industry of Armenia in 2000s – reasons
First internationally successful Armenian wines: cases with two wineries
Influence of success on other wineries, their focus of indigenous varieties Areni Noir and Voskehat

Areni Noir and Voskehat. Viticultural characteristics and regions

The etymology of Areni, synonyms
Ampelographic characteristics, Viticultural characteristics
Features of Vayots Dzor region
The etymology of Voskehat, synonyms
Ampelographic characteristics, Viticultural characteristics
Features of Aragatsotn region
Voskehat in Vayots Dzor

Wineries that work with Areni Noir and Voskehat. Styles of wines

Trends in the wineries during the last ten years
Organic wineries/ principles
Styles of wines from Areni Noir
Work with local karabakh oak
Wine incubator in Yerevan with 14 wine brands
Work with karases
Styles of wines from Voskehat

Wines from Areni Noir and Voskehat on the international market

Stats on export markets
Position of Armenian wines in Russia and abroad
Promotional activities: the foundation of VWFA, glass for Areni Noir by Riedel, festivals

Opinions on wines from Areni Noir and Voskehat

Notes from different international experts: appearance in Wine Explorers book, opinion of Jacob Schuler, Paul Hobbs

Conclusion

Summary of advantages and disadvantages of wines from Areni Noir and Voskehat
Recommendation on promotion of wines
Conditions when wines from Areni Noir and Voskehat could become internationally attractive and competitive