Wine-Cubes in Armenia.
Contributing to the SDGs

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Why Wine Cubes

• Renaissance of the wine culture in Armenia
• Discovery of Areni Cave 1.
• 5,500-year-old leather shoe.
• 6,100-year-old winery
• More demanding customers ready to try new
• Need for alternative forms of tourism, including wine tourism and gastronomy tourism.
Why Wine Cubes

• Support the local community and bring income
• Cater for neglected winemakers and improve quality of the wine.
• Identify and promote local wine varieties (Areni)
• Wines sold at cellar doors or in the domestic market in the major cities.
• No merchant involved. Direct sales.
• Salesman is the host and the winemaker.
• Provide small grape farmers with training that will enable them to grow quality grapes.
• Build tasting rooms (called WineCubes) that will empower them to harness their entrepreneurial spirit and market their wines.
• Establish their own brand of wine.
Wine Cubes: How?

• Fundraising campaign. One Armenia and Wine Works.
• Beneficiaries are chosen upon
  1. Ownership of land and vineyard
  2. A potential for business growth (dedicated to the work, ability to cost share to some extent)
Results

NVER GHAZARYAN - wine “Momik”
2 tons of white, red and rosé.
“Tourism industry is a marketplace of experience”
THANK YOU

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