

Armeniac
food bijou



PRESENTS
Authentic Artisan Natural Product



Armeniac® takes us to Ancient and Medieval Armenia to discover herbal ingredients and food products that were prepared at courts in monasteries throughout the ancient Kingdom of Armenia.

Armeniac® philosophy presents a portrait of infusion culture, traditional ceremonies and the dining habits of the Armenian people. It offers the underlying gastronomical energy and healthy-life themes developed by generations of Armenians.

INTRODUCTION

01

HISTORY

Treasure of
Knowledge

02

NATURE

Healthy
Life Style

03

COMPANY

Cottage Style
Family Business

04

PRODUCT

Authentic Artisanal
Products

05

MARKET

Luxury Food
Niche Market



HISTORY

According to the Old Testament, Noah's Ark rested on the slopes of Mount Ararat after the Great Flood.

Legends says that the Noah then migrated to Babylon. Centuries later, Hayk, a descendent of Noah, led a revolt against the Babylonian dictator Bel and fled with his followers to the Armenian Highlands, becoming the founder of the Armenian nation or the Armani.

The son of the Hayk, Armeniac, became a first priest of Armenia.

He introduced into practice the use of natural resources not only as a means of subsistence, but also as a ritual, containing the essence of creativity, contributing to both the physical and intellectual development of a person, to making spiritual connection possible.

Since that time, the use of herbs and ingredients as food, had great importance not only for survival, growth and development of the person, but also became one of the foundation of cultural history of human being and development of their communities.

Food plays a cultural and communicative role rather than the part of sole nourishment.

People enjoy the flavor and atmosphere of the dining, where ingredients are selected according to the season and agricultural calendar, by considering the man and nature harmony.

Elements of material culture have outgrown to the components of spiritual culture, and food has become the natural link to preservation of tradition, which gives a chance to explore the ethnic aspects of the history of people.

Our teas derive their name “Armeniac” from this ancient tradition.

Ancient Armenia was the cradle of civilization, the epicenter of the cultural exchange of classical antiquity, where Sumerian, Acadian, Aramaic and Hittite cultures shimmered and mixed.

This tradition of cultural exchange was passed down from generation to generation and reached the modern era through manuscripts and ethnographic studies.

Armenia's role as a crossroads of antiquity left its mark on the food and drink culture of Mesopotamia. Some of these ancient culinary traditions have been preserved in today's national cuisine of Armenians.

It is extremely important to uphold and promote these customs as a way to preserve and preserve our ties to this ancient and legendary past.

Armeniac® took on this role of pioneer in the rehabilitation of the herbal teas and spices culture.



NATURE

Armenia is situated in the south-western portion of Caucuses in neighboring with Georgia, Azerbaijan, Iran and Turkey.

Such a diversity of climate zones from Subtropics (375m above sea level) to Alpine Meadows (4090m) is sited on a territory of only 29.8 thousand sq. km, which means that one can travel from "hot summer" to "ice-cold mountains" in 5-6 hours.

Armenia's flora is very diverse and rich, it is represented:

- 3800 species of vascular plants,*
 - 160 families and 913 genera,*
 - 146 endemic species,*
 - 290 species of edible mushrooms and*
 - 500 species of edible herbaceous plants,*
- which are used both fresh and processed form.*

High above Debed gorge, is a surprising plateau. The zig-zag road from the lowest point in Armenia (380 m above sea level) suddenly becomes straight, lined with fields, and bordered with huge trees.

This is the lovely village of Odzun, from where most expensive spice in the world, Saffran, and Armeniac® Herbal teas came from.

According to the Mesrovb Jacob Seth from Calcutta, the Armenians were led by a prince of Angegh, the Indians by a prince called Demeter and a soldier priest called Arjun. Odzun, pronounced as Awjun or Arjun. It seems there is an Indian imprint on Armenia.

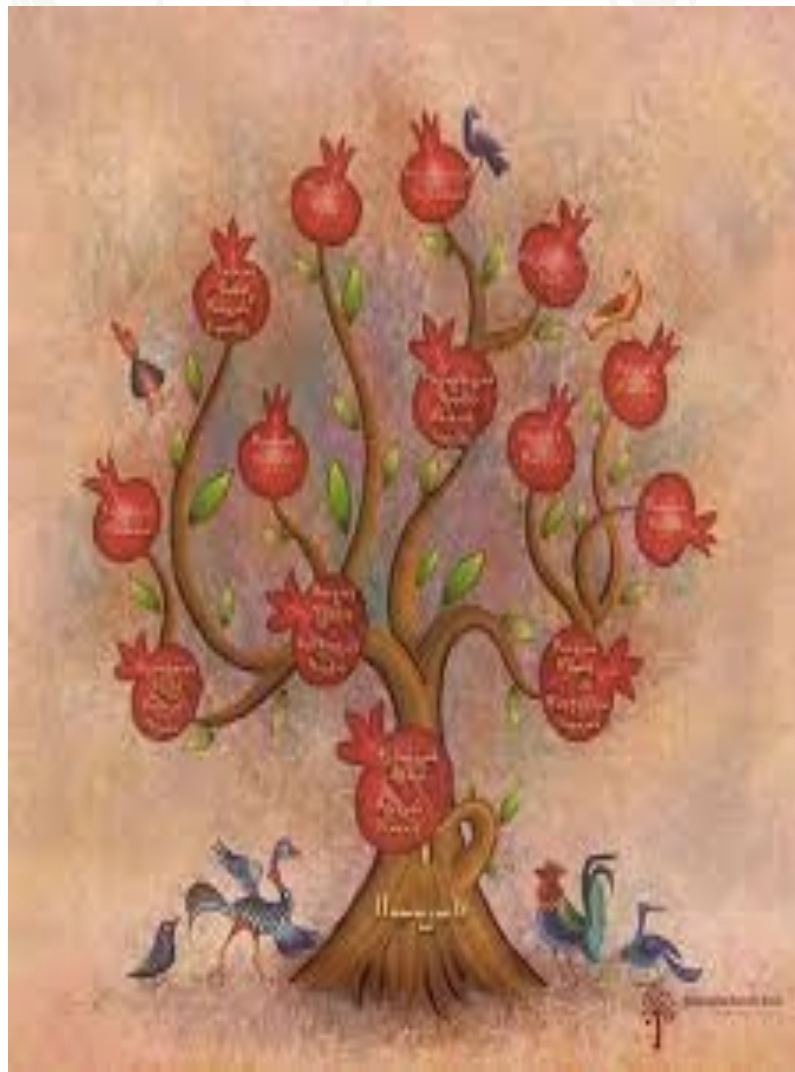
Another story of Odzun is, that in the 1st century AD Thomas the Apostle, one of the twelve disciples of Jesus, came to Odzun and ordained priests and bishops. Before leaving for India, Thomas buried Christ's swaddling clothes underneath the altar of the church of the Holy Mother of God. There is a 4th-century inscription attesting to this above the southern door of the church. Villagers say that Odzun's name means "to consecrate or sanctify".

The Odzun is a charming place of revived tradition of ancient herbal infusion and located in the heart of Lori region.

In front of Odzun are the Chatin Dagh Mountains (meaning Difficult Mountains) while right to you , in above Odzun are the mountains of Tsengo, Salart and Golurt covered with virgin forests. To the left of you is the well-known Mount Lalvar, which means the flower mountain.

Besides forests the surroundings here are covered with motley carpets of flowers. Golden-White mountain elderflower splashes of shine under the sun and it looks as if sun fell in certain places on the slopes of Lori Mountains.

The valley and canyon are well known for its beauty and concentration of botanicals. Local people here are using over 200 edible plants that's why other call them "koletsi", which means "born from the herbs" or "PlantMan".



COMPANY

Armeniac founded in 1887 and instituted in 1996 as a family company brand to produce herbal infusion and spice based on knowledge passed from generation to generation.

For over 7000 years, the tradition of gathering and blending wild herbs has been an integral part of the daily lives of the Armenian people. The methods of collection, processing, blending and brewing have been passed down from generation to generation. A herbal tea is brewed to be shared with family and friends at social gatherings.

Armeniac® tea selections are an integral part of our range of delicious and healthy products with robust and earthy flavors. They contain great flavor, fine quality and the ability to stimulate digestion, to induce relaxation, and to enhance overall enjoyment after a fine meal.

OUR TEAM



Dr.Armen Mehrabyan

PHD on Food Technology
and Ethno-Biology



Natalia Buimister

Executive Sales Manager



Armenuhi Davtyan

Supplier Group &
Production Director



BUSINESS MODEL



CEO



**R&D and Quality Control
MANAGER**



**SUPPLIER GROUP & PRODUCTION
DIRECTOR**



**SALES & MARKETING
EXECUTIVE**



BUSSINESS MODEL

SALES & MARKETING

- Luxury Tea Niche Market Positioning for Armeniac T-Stick
- Granola Tea positioning in Organic food stores in USA & France



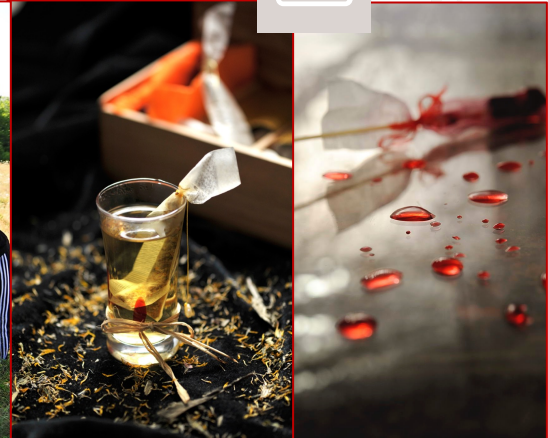
TRAINING & MOTIVATION

- Supplier Group training on Environmentally friendly Wild Crafted Harvesting
- Farmers training on organic cultivation of Aromatic Plants



INNOVATION

- Permanent Learning and Development of Wellness Infusion
- Food Product by using "Minimum Effort-Maximum Result" concept



CASE STUDY



CHALLENGE

Initiation of Unique High Quality
GRANOLA TEA
wellness Infusion with reasonable
price for our customer satisfaction



RESULTS

International distribution of
Granola Tea
(USA, EU, UAE, Japan)



SOLUTION

Business Connections,
Sustainable Supply, Cost Sharing
Marketing Program, Community
Support, Faire Trade



PROBLEMS



Armeniac®

Healthy digestion system is the foundation of well-being and affects most aspects of a healthy lifestyle, especially immune health. It is better to manage digestive health through the consumption of good food rather than the usage of medicine. Armeniac® is the solution, since focusing on both: wellness and pleasure taste



Specialty Herbal Teas

Specialty Herbal Teas considered as high grade premium quality loose-leaf tea. While majority of those are focused on taste of flavor and few only on wellness and health benefits.

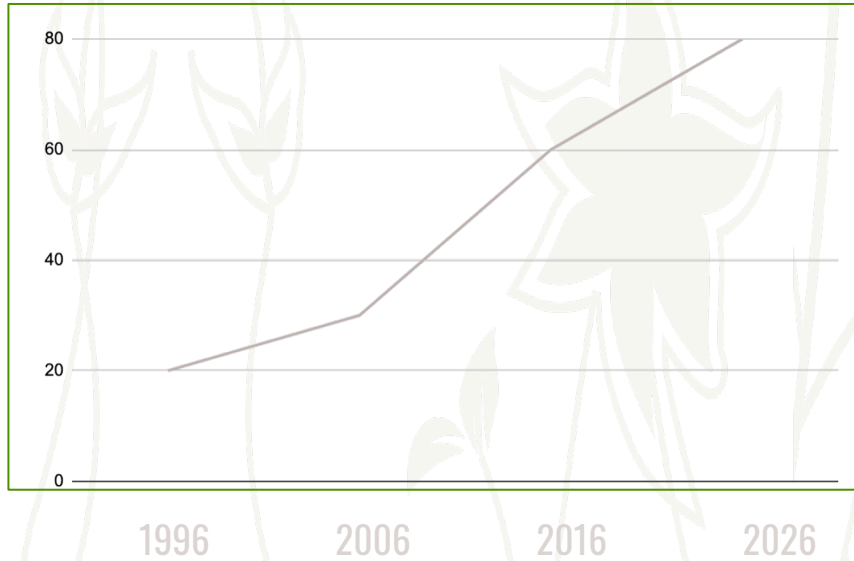


SOLUTIONS

- Armeniac® infusions are wealthy, healthy and tasty, without side effect.
- Armeniac® products are transformed and designed to act as a catalyst, bringing people together to enjoy healthy and authentic food in an atmosphere of friendly discussion, communication and new discovery.
- Armeniac® products are Free From: GMO, Artificial additives, colors, flavors, and Clean Label, Socially Conscious and Consumer Friendly
- Armeniac® products philosophy organize around four elements: Water – defined the senses (what we drink), Earth – contributed to thought (what we eat) Air – empowered courage (which we breathe), and Fire – regulated will and mood (that we shine).



PREDICTED GROWTH



2.000.000

Expected income for 2026

55

New employers next year

PRODUCTS



POMEGRANATIN

Longevity Infusion

This is a delicious herbal infusion made from Armenian Rose (Pomegranate flowers) and Rose of Sudan (Hibiscus Sudanica) flower petals with the sacred meaning of “Longevity Infusion”. This tea has an extraordinary rose color, an exceptional sour taste and a hint of tartness. This freshly brewed tea may be served hot in winter and chilled in summer.

It helps to refresh mind and body and it makes time seem delightful.



ARMENIAN TEA

Wild Thyme & Mint Delight

The effects of a balanced combination of carefully harvested wild mint and mountain thyme makes this infusion soothing and ideal for relaxation. According to manuscripts, King Sanatruk (of the Arshakuni dynasty) ordered his herbalists to serve this infusion to all palace guests as a sign of respect.

This infusion is considered a digestive aid and an anti-stress herbal drink. It promotes clarity and purifies the body.



ROYAL NECTAR

Linden- Elder Flowers Pleasure

This herbal tea is made from linden blossoms and elder flowers. The original recipe of this herbal tea blend dates back to the 10th century. The Sanahin monks brought it with them when they left the Byzantine Empire in 930-940 AD and kept it as a sacred blend. As mentioned in manuscripts, King Smbat Bagratuni was stung by a bee and recovered only after drinking this infusion that the monks of Sanahin had devised. After his recovery he pronounced this a royal infusion and since then it has been called "Royal Nectar".

It is good for digestion, improves memory through relaxation and lifts one's mood.



AMBROSIA PRINCESS

Queen Flowers Spice

This unique combination of queen flower (cephalaria alpine) and petals of Armenian saffron (Safflower) with cinnamon and cardamom creates a symphony of delicate taste.

Ambrosia means “immortal”, hence this tea was called ‘Heaven’s infusion’. It is said that this blend was crafted for a princess, whose name and origin are unknown.

According to medieval Armenian manuscripts the ingredients of this herbal infusion were used as an active blood cleaner and immune-modulator.



EAU d'ANGE

Eternity Elixir

Legend tells us that an Angel appeared in a woman's dream and said: "Take these forest bean seeds back to your village and plant it in your garden. The flowers will relax everyone that sees them and the seeds will satisfy the hunger of anyone who will eat them". Then during a heavy downpour, the blue bean flowers dropped into a puddle of rainwater and coloured the surroundings. Any woman that was sick, ingested the water drops and recovered from their illness. Since then, this elixir was called "Eau d'Ange", meaning "Angel water". The unique combination of blue flower, wild oregano, lemon verbena and hibiscus flowers, creates a symphony of aroma and taste.

According to medieval Armenian manuscripts the ingredients for this herbal infusion were used as an active blood cleanser and immune-booster, as well as sight improver.



Armeniac® Combo

Single Serve Selection

We have prepared a special 'tea lovers gift set' of *Armeniac®* infusion varieties in one combo pack by putting together assortment of single serve T-Stick to enjoy and taste the difference. It's presented as personal T-Sticks for convenience and ease of use.



BLUMING TEABALL



Magic Flourish

Adorable bouquet of wildcrafted Calendula flower, Primula and Sudanese Rose masterfully paired with sweet ginger, ready to brew a blossoming infusion that satisfy your soul and mind, creating a delicate taste and magic aroma. Striking the perfect balance of pungent and floral, Magic Flourish is a delightful way to relax and refresh the palate at the end of a meal.

Queen Flower Surprise

Unique combination of wildcrafted 'Queen Flower' known as Scabiosa Caucasica and carefully harvested 'Moses' blanket' known as Mullein flower, combined with the flesh of dried lemon and calendula, produced an unbelievably tasty infusion that has a golden shine color and soft citrus taste. An age-old infusion used to give strength of mind and body (that's why it's referred to as Adams rod) as well as have anti-inflammatory effects.

Wild Orchid Tisane

Native people call this gorgeous flower 'Wild Orchid', while it's actually a Mountain Iris flower. It's grown widely in the Aragats mountains 2300 meters above sea level and gathers the sun's energy to produce an exquisite infusion. Since ancient times wild irises are well known as a magic flower that 'opens the soul' and balances emotions. Our Wild Orchid single serve tisane not only is aesthetically adorable, but also every drop is an extraordinary joyful brew.

Carefully selected wild iris blossom in combination with mountain chamomile, wild calendula petals and pumpkin sugar, make a blooming infusion, that not only a delightful sight, but also improves digestion through relaxation.

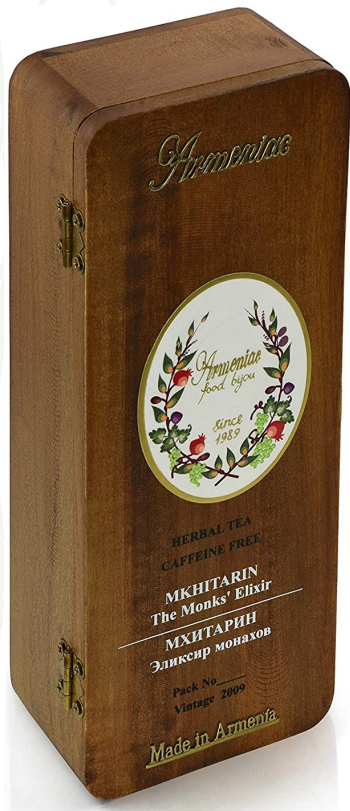
A rectangular banner with a light beige background featuring a subtle, repeating pattern of tea plants and flowers. The text is centered and reads "VINTAGE & RARE TEA".

VINTAGE
&
RARE TEA



SANAHIT **Royal Infusion** **(vintage 2007)**

The original recipe of this herbal tea blend dates to the 10th century. The monks at the Sanahin monastery brought it with them when they left the Byzantine Empire in X century and kept it as a sacred blend that's good for digestion and improves memory through relaxation and it also uplifts the mood. This vintage tea has a sweet taste and honey like aroma of newly blossomed flowers.



MKHITARIN **Monk's Infusion** **(vintage 2009)**

The recipe of this interesting blend, that provides internal rest and harmony, was discovered in medieval Armenian manuscripts. It was used by monks as a relaxing infusion with an anti-stress sedative effects. It is made from wild hops, quince leaves and wild mint harvested when the sun and the moon are both in the sky. It was known also as 'Monk's infusion'.



GRANOLA TEA

Wild Buckwheat-Cinnamon Immunita

Buckwheat has been consumed forever as a food and infusion in Southeast Asia. We used this ancient grain to create a wellness infusion by mixing delicious whole grain buckwheat with cinnamon bark, cornflower and safflower.

The infusion has an extraordinary aroma and pleasing taste that improves immunity.*

You can enjoy it cold or warm. Perfect for an evening drink just before bed.



Green Buckwheat

Lemon-Mint Detox

Green Buckwheat Detox is a mix of time-honoured cleansing herbs and green buckwheat groats.

It has a wonderful, fresh citrusy flavour that balances your healthy and detoxifies.*

Once you have brewed your tea you can save the groats and add them to your morning oatmeal for a bit of extra flavour.



Roasted Buckwheat-Rose Digestin

Roasted buckwheat tea, known as Soba-cha in Japan has been consumed for centuries. We fused the ancient Japanese tea preparation experience together with ancient Armenian herbal tradition to create a novel infusion. Blending pouted buckwheat with refreshing wild thyme and soothing rose flower, we created a charming herbal infusion that's sure to bring joy to your palate.

It's a great way to get the benefits of an antioxidant and powerful digestive.*

A perfect after dinner tea.



Mountain Barley-Scabiosa Stressout

Known as Mai-cha in China, barley tea is a popular drink enjoyed both hot or cold. We improved this traditional infusion by creating a unique combination of roasted barley with wildcrafted herbals to produce a soothing tea that helps relieve your daily stress. Rich with carbohydrates, magnesium, minerals and micro-vitamins, it has proven effective in relaxing the body.

Its capability to relieve stress is believed to derive from its combination of tryptophan, amino acid that's necessary for sleep and synthesizing serotonin - a neurotransmitter essential in the regulation of sleep and mood.*





TRIANGEL TEA BAG
INFUSIONS

ARMENIAN BOUQUET

Mood Minder

This tea has the savoury aroma of the Armenian highland with a pure and fresh flavour. Wild thyme has antioxidant properties and the Linden flower promotes relaxation. St. Johns Wort compliments the infusion with an anti-stress effect.

Armenian Bouquet is a delightful way to relax and refresh the palate at the end of a meal.*



ALPINE MELODY

Anti-Aging

This herbal blend recipe originated in the 19th century from Grandmother Satenik from Hakhpat, the granddaughter of the famous Armenian troubadour Sayat-Nova.

The unique combination of aromatic mountain herbs has a soft aroma and was renowned in ancient times for its soothing, anti-aging and digestive qualities.*



BLUE MINT

Improve Digestion

A meticulously crafted herbal blend made from Wild Mint, Mountain Thyme, Armenian oregano and Blue flowers. It's soft and juicy taste is offset by grassy aromatics. Blue flower is a bright and aromatic flower known for its powerful immune-boosting and calming effects.

The infusion has an extraordinary aroma and pleasing taste that improves digestion.*

The perfect finish to a Mediterranean meal and an uplifting experience all to itself.



ARAVOT - ANI Morning Wake Up

This extraordinary herbal blend with the pink colour of a newly blossomed rose, possesses a delicate springtime, herbaceous aroma along with the fruity sweet/sour notes of hibiscus. The combination of wild oregano, wild mulberry leaves, wild cherry leaves and St. John's Wort adds wild floral notes and aromatic complexity. The aroma is bright and fruity and can be consumed both hot or cold.

The infusion has an refreshing and detoxification effect.*

It sure to become your “morning wake up” favourite.



POMERED **Longevity Infusion**

It's said that in 1500 BC, the Pharaoh Tuthmose 1st brought pomegranates to Egypt from Asia. The pomegranate was the symbol of fertility because of the many seeds that the fruit contained. The ancients regarded pomegranates as a sacred plant.

Our delicious blend of new blossom flowers of pomegranates, flavoured with rose petals and carefully selected hibiscus flowers has a pleasant sour fruity aroma. A classic closing to a Mediterranean meal.

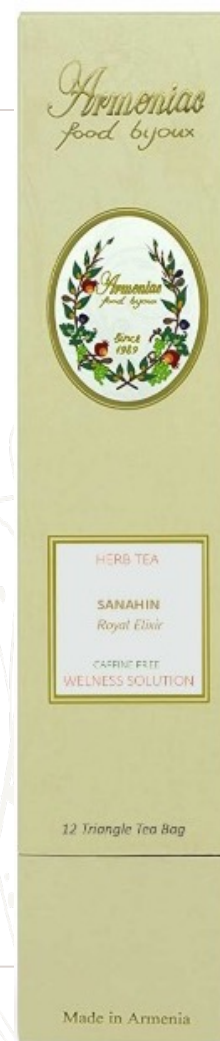
The infusion was considered as blood cleanser by ancient herbalists.*



SANAHIN Royal Nectar

The original recipe for this herbal tea blend dates back to the 10th century. It was created by the Sanahin monks to enhance digestion and improve memory through relaxation*.

This delicious herbal tea is made from linden blossoms and elder flowers harvested from the high mountains of the Lori region in Northern Armenia.



A rectangular graphic with a light beige background and a thin white border. The background is decorated with faint, stylized floral and tea-related patterns, including leaves and a central silhouette of a teacup. The text "TEA COMPLIMENTS" is centered on the graphic.

TEA
COMPLIMENTS

Royal Delight

Signature Dried Fruit Delicacy

Opening the box of Armeniac Signature Royal Delight is like peeking into a treasure chest! Each handcrafted dry fruit delicacy is a handmade natural gem. The different tastes, shapes, and textures all complement one another to create the ultimate experience. The flavor combinations of dry fruit with almonds are modern takes on classic favorites that are created by using only the highest quality ingredients. Quality, provenance and freshness is at the core of the Armeniac philosophy. Sun dried wild fruits, marzipan along with fresh fruit, nuts, herbs, and seasonings are the simple ingredients used to create our masterful fruit candy. Royal Delight signature includes 'Apricot-Walnut' delight made from sun dried wild apricot stuffed with roasted wild walnuts; 'Ginger Green' – pistachio marzipan stuffed with spiced phoenix fruit, that most likely refers to the Phoenicians and is called date palm fruit that was used by Theophrastus and Pliny the Elder; 'Melograno' that is made from sun dried cornelian cherry marzipan and stuffed with pomegranate preserves; and 'Turmeric Khorizo' apricot and almond seed paste with turmeric and stuffed with an omega 3 flax and sesame seed rich honey pastille, that is individually packaged for you to enjoy. Please note that there are 4 pcs in the gift box and the shelf life is 6 months.



Royal Delight Signature Dried Fruit Delicacy includes:



'Apricot-Walnut'
delight made from sun dried wild apricot stuffed with roasted wild walnuts



'Ginger Green'
pistachio marzipan stuffed with spiced phoenix fruit, that most likely refers to the Phoenicians and is called date palm fruit that was used by Theophrastus and Pliny the Elder



'Melograno'
that is made from sun dried cornelian cherry marzipan and stuffed with pomegranate preserves;



'Turmeric Khorizo'
apricot and almond seed paste with turmeric and stuffed with an omega 3 flax and sesame seed rich honey pastille, that is individually packaged for you to enjoy.

Please note that there are 4 pcs in the gift box and the shelf life is 6 months.

Artisanal Preserves

Authentic Hand Made Jam

This unique hand made artisan preserve of wild fruits and berries are rich source of antioxidants, fiber, vitamins A, C, potassium, copper and other minerals, that fruits has helps lower blood sugar and cholesterol levels, has positive effect on cardiovascular and immune systems, boost the brain activity and improve vision, and have delicious sour-sweet taste and soft texture. Its the perfect gift for Epicureans.

Reduced Sugar. No GMO. No Gluten. No artificial color and preservatives.

Packaging: 4 pcs of 30 gram preserve in the gift box and the shelf life is 12 months.



TEA COMPLIMENT



Pumpkin Sugar

This unique raw pumpkin and brown sugar blend aromatized with the natural essential oil of lemon and clove, is recommended for use as a complement for any type of tea, particularly those that have black tea in, to enjoy a naturally flavored personal cup of tea.
No GMO. No Gluten. No artificial color and preservatives.
Packaging: 30 gram in the gift box and the shelf life is 12 months.



Wild Linden Honey

It is a premier honey with gold-yellow color and intense aroma that has been enjoyed for thousands of years. It is primarily used for treating colds and fevers as a diaphoretic, and in ancient is used as a fortifying agent and supports the heart.
No GMO. No Gluten. No artificial color and preservatives.
Packaging: 30 gram in the gift box and the shelf life is 12 months.



Ginger Sweet

Sweetened dry ginger delights especially hand crafted for you to enjoy with cup of delicious tea. It is reach of antioxidants and natural vitamins that supports immune system.
No GMO. No Gluten. No artificial color and preservatives.
Packaging: 30 gram in the gift box and the shelf life is 12 months.

TEA FRUIT BARS & CANDY

Sun Dried Fruit Candy



Apple Peach

Unique combination of sundried apricot with artisanal roasted chilly pepper make this natural fruit stick delicious and picante.



Spice Apricot

Unique combination of sundried apricot with artisanal roasted chilly pepper make this natural fruit stick delicious and picante.



Wild Plum & Fig

Impressive combination of Naturally dried wild plume and fig, spiced with ginger root and sesame seed make this natural fruit stick delicious and promote wellness..



Leaving fruits out to dry in the sun and air is one of the oldest methods of preserving food-whether it's turning grapes into raisins, or fresh figs, dates, apricots, and plums into their dried counterparts.

No GMO. No Gluten. No artificial color and preservatives. Packaging: 30 gram in the gift box and the shelf life is 12 months.



NUTRIJAM

NUTRIJAM

This botanical confiture created by ethno-botanist and food-epicurean Dr.Armen Mehrabyan, based on medieval Armenian recipes and innovate minimum processing that allow to preserve all 4 benefit of ingredients:

- active components,
- aroma,
- test and
- flavor

By using sugar reduce technology of conservation we keeps the natural taste of fruits, berries and herbs and all their healthy qualities for mind and body to use everyday for everyone without exemption. Our Botanical Preserves are tasted and recognized as UNIQUE and FOOD NOVEL by Alain Alexanian, Michelin two star Chef and Palm D`Ore winner, innovator of French organic cuisine and owner of Alexandrin restaurant and Mr.Thomas Franck, the Best Sommelier of Europe and France.

NUTRIJAM



Our Botanical Nutrijam are the only Reduced sugar confiture that is based on basil and chia seeds, and variety of fruits and herbs. Its rich with vitamins, fiber, Omega 3, antioxidants and is really good for health.

Our Botanical Nutrit is the only confectionary with great taste that helps you stay fit , wealthy and healthy, just like magic.

Our amazing variety of botanical nutrijam will reshape your view on confectionary and healthy food in general.

We bring you the Magic of Nature.

NUTRIJAM



The flavour combinations of wild fruits and herbs with basil or chia seeds is a modern take on the classic jam favourites. Armeniac uses only the highest quality ingredients.

Quality, provenance and freshness are at the core of the Armeniac philosophy.

Fresh herbs and fruits with natural pectin along with basil and chia seeds are the main ingredients used to create our masterful Botanical Nutrijams.

They include Tarragon-Mint, Beetroot-Rose, Turmeric-Ginger and Sambuca Berry. Rich in natural vitamins, microelements, minerals and polyphenols. Individually packaged for your enjoyment.

Pomegranate – Basil seeds

Pomegranate is an ancient but highly popular fruit all over the Middle East. The fruit is mentioned in ancient manuscripts as having magical qualities. This hand-made jam of pomegranate seeds has been traditionally used as an anti-aging and cardiovascular sweet. It's rich with antioxidants that fight the effects of aging on the brain, slower buildup of cholesterol-rich plaque in your arteries, detoxify your liver, boost your immune system and helping control your weight. Combination of pomegranate with Ararat Basil seeds crafted very good source of dietary fiber, micro-elements, vitamin C, calcium and iron that make possible to boost metabolism to helping in weight loss.



Ingredients: expanded basil seeds (62.4%), sugar (23.2%), pomegranate (6%), agar-agar, lemon juice, water.

Sugar content in 100 g: 23.2 g.

Pack availability with Net weight: 300 g, 200 g, 25 g

Shelf life: 36 month

Terms and condition of storage: Keep in a cool, dry and dark place (00- +25°C).

Opened jar may keep in a refrigerator no more than 3 days.

Perfect match: greaded veal, vegetable salad, plain yogurt, oat flakes, bread, bagel, tarts, red wine and tea!

Health Benefits:

- rich source of antioxidants, fiber, vitamins K, C iron, calcium and other minerals, Omega 3 fatty acids,
- helps lower blood sugar and cholesterol levels,
- has positive effect on cardiovascular and immune systems,
- boosts metabolism and assists in weight management
- boost the brain activity
- helping to keep hair shiny and healthy.
- (want to check? Just google the main ingredients)

Tarragon-Mint

Tarragon called the “King of the Herbs” by the French, you probably know tarragon best for its culinary use. The written records of tarragon cultivation dating back to 500 B.C. Tarragon is used medicinally since ancient time to treat digestive issues, poor appetite, water retention, toothaches, as well as sleep and menstruation problems. The health benefits can easily and immediately become a part of your life once you start consuming the fresh or dried herb. In fact, the essential oil has even been shown to fight Staph infection and E. coli!

This unique tarragon botanical preserve gives you the opportunity to experience freshness and rich extraordinary taste. Our inventive recipe of comfiture from Tarragon infusion and Basil seed has delicacy eternal test and unique texture, rich with antioxidant properties that can help neutralize the actions of free radicals throughout the body and digestive tonic because it aids in the production of bile by the liver.

Ingredients: expanded basil seeds (66.9%), sugar (22.9%), tarragon and mint natural extracts (1.7%), agar-agar, lemon juice, water.

Sugar content in 100 g: 22.9 g.

Pack availability with Net weight: 300 g, 200 g, 25 g

Shelf life: 36 month

Terms and condition of storage: Keep in a cool, dry and dark place (00- +25°C).
Opened jar may keep in a refrigerator no more than 3 days.

Perfect match: lamb, cesar salad, plain yogurt, oat flakes, bread, bagel, tarts and tea!

Health Benefits:

- rich source of antioxidants, fiber, vitamins A, B-6, K, C iron, calcium and other minerals, Omega 3 fatty acids,
- helps lower blood sugar and cholesterol levels,
- has positive effect on stress management, cardiovascular and immune systems,
- boosts metabolism and assists in weight management
- boost the brain activity



Safflower - Lemon

Safflower is one of humanity's oldest crops. Safflower seeds and petals have been used in ancient times to prevent heart disease, to treat fever, tumors, coughs, breathing problems, clotting conditions, pain and traumatic injuries. Some people use it for inducing sweating; and as a laxative, stimulant, antiperspirant, and expectorant to help loosen phlegm.

This unique, refreshing and delicate confiture of wild safflower and flimsy fresh lemon is made to complement your morning tea.

Ingredients: expanded basil seeds (64%), sugar (27.9%), safflower (wild saffron) (1%), orange (1%), lemon (1%), agar-agar, lemon juice, water.

Sugar content in 100 g: 27.9 g.

Pack availability with Net weight: 25g/200g/300g

Shelf life: 36 months

Terms and condition of storage: Keep in a cool, dry and dark place (00- +25°C).
Opened jar may keep in a refrigerator no more than 3 days.

Perfect match: foie gras, fruit salads, yogurt, flakes, bread, bagel, tarts, white wine and tea!

Health Benefits:

- rich in antioxidants, fiber, vitamins K, C iron, calcium and other minerals, Omega 3 and 6 fatty acids,
- helps lower blood sugar and cholesterol levels,
- promotes wellness and has a positive effect on immune systems,
- Brain tonic and boosts metabolism
- assists in weight management



Rose of Damask

Throughout history and since ancient times, *Rosa damascena* has been known as the king of flowers and has been the symbol of love, purity, faith and beauty. A miracle of the roses is a miracle in which roses manifest an activity of God or of a saint. According to the Armenian medieval manuscripts roses governs the emotions and their effect on the heart. These medicinal properties are not lost on modern researchers, who are investigating the effect of the rose in balancing hormones and creating overall well-being.

The exquisite taste, unique texture and amazing aroma of this botanical preserve from rose petals and Ararat basil seeds will awe even the most seasoned and demanding gourmands.

Ingredients: expanded basil seeds (60.5%), sugar (24.7%), damask rose natural extract (1.7%), agar-agar, lemon juice, water.

Sugar content in 100 g: 27.9 g.

Pack availability with Net weight: 25g/200g/300g

Shelf life: 36 month

Terms and condition of storage: Keep in a cool, dry and dark place (00- +25°C).

Opened jar may keep in a refrigerator no more than 3 days.

Perfect match: duck breast, salad of egg yourk, yogurt, flakes, bread, bagel, tarts, rose wine and tea!

Health Benefits:

- rich of antioxidants, fiber, vitamins, calcium, Omega 3 and 6 fatty acids,
- helps lower blood sugar and cholesterol levels,
- promote wellness and strengthen cardiovascular system
- has positive effect on immunity,
- boosts metabolism and assists in weight management



Elderberry



There's evidence that the elderberry may have been cultivated by prehistoric man. There are also recipes for elderberry-based medications dating back to Ancient Egypt. Whether we're talking cavemen, ancient Egyptians or ancient Greeks, this natural remedy definitely goes way back, so it's no wonder it's known as one of the top antiviral herbs on the planet.

Elderberry juice was used to treat a flu epidemic in Panama in 1995. Nowadays it used for its antioxidant activity to lower cholesterol, improve vision, boost the immune system, improve heart health and for coughs, colds, flu, bacterial and viral infections and tonsillitis.

This unique, healthy and natural botanical confiture, made from wild-crafted mountain elderberries and Ararat basil seeds will amaze you with its exquisite taste, perfect texture and light aroma.

Ingredients: expanded basil seeds (59.8%), sugar (22%), elderberry (9.6%), vanilla, agar-agar, lemon juice, water.

Sugar content in 100 g: 22 g.

Pack availability with Net weight: 25g/200g/300g

Shelf life: 36 month

Terms and condition of storage: Keep in a cool, dry and dark place (00- +250 C).
Opened jar may keep in a refrigerator no more than 3 days.

Perfect match: grilled porck, tuna salad, yogurt, oat flakes, bread, bagel, porto wine and tea.

Health Benefits:

- rich source of antyoxiants, fiber, vitamins A, K, C iron, calcium and other minerals, Omega 3 fatty acids,
- helps lower blood sugar and cholesterol levels,
- has positive effect on cardiovascular and imune systems,
- boosts metabolism and assists in weight management

See buckthorn berry



This unique, wellness preserve with amazing fresh taste, light texture and perfect balance of sweetness and sharpness is created from handpicked oranges and magical sea buckthorn that grows near the mountain lake Sevan that complimented to Ararat Basil seeds.

Sea buckthorn has an impressive nutritional profile that indirectly heals and fortifies the entire body. Reach of omega 3, 6, 9 super charged anti oxidants, as well as 14 essential vitamins and minerals sea buckthorn known for its anti-inflammation properties. In combination with a small lobe of vitamin C reach fresh Orange, this delicious confiture blossom its aroma of freshness and provides benefits to resist influenza, fever and cold and reducing the risk of heart disease and diabetes.

Ingredients: expanded basil seeds (35 %); sea buckthorn (23%), sugar (25%), orange (9%), agar-agar, lemon juice, water.

Sugar content in 100 g: 25 g. Prepared with 67 g of fruit and seeds for 100 g of final product.

Pack availability with Net weight: 25g/200g/300g

Shelf life: 36 month

Terms and condition of storage: Keep in a cool, dry and dark place (00- +250 C). Opened jar may keep in a refrigerator no more than 3 days.

Perfect match: fried chicken breast, roquefort chees, yogurt, bagel, tarts and tea.

Health Benefits:

- rich source of antyoxiants, fiber, vitamins A, C, E, B1, B2, B5, B9 (folic acid), B12, D, K & P, Omegas-3,6,9 &7, 3 fatty acids and minerals, Beta Carotene,
- helps lower blood sugar and cholesterol levels,
- has positive effect on cardiovascular and imune systems,
- boosts metabolism and assists in weight management
- boost the brain activity

Wild Blackberry



Blackberries are rich in Vitamin A and **Vitamin C**. They also offer the highest levels of some **antioxidants** – higher than blueberries and strawberries too. This tasty, rich with vitamins wild blackberry preserve is made to complement your breakfast tea.

Ingredients: expanded basil seeds (34 %); blackberry (36%), sugar (25%), vanilla, cinnamon, agar-agar, lemon juice, water.

Sugar content in 100g: 25g, Prepared with 70g of fruit and seeds for 100g of final product.

Perfect match: ice-cream, yogurt, oat flakes, bread, bagel, tarts and tea of course!

Health Benefits:

- rich source of antioxidants, fiber, vitamins C, K, minerals,
- has positive effect on cardiovascular, immune and digestive systems,
- boosts metabolism and assists in weight management
- boost the brain activity, enhances memory



SPICE

&

CONDIMENTS

BALASAN

Elderberry-Mulberry Balsamic Vinegar

Any thick spicy fragrant liquid in Armenia was called BALASAN (Bahasan, Bol'sam, Bacmas, Balsamico, etc). According to ancient manuscripts the Balasan (balsamic vinegar) was used as a dressing for meat, fruit and salad. In the ancient Armenian manuscripts, elderberry-mulberry balsamic vinegar was mentioned and used as a remedy for enriching the blood, the liver and the kidneys as well as calming the nerves, balancing internal secretions, and enhancing immunity.

ARMENIAC balsamic vinegar is produced from carefully harvested wild elderberry and wild mulberry, based on rediscovered ancient Armenian recipes.

We recommend it for salads, meat, raw beef and dried pork basturma.



Sacred Spices

Royal Saffron of Odzun



This exclusively limited edition of Royal Saffron of Odzun that shaped only from the top part of thread that called negin. Since 2019 we've produce only few exclusively limited wooden box specialty packs of Royal Saffron of Odzun, that is recognized as one of the best saffron of the planet by internationally well-known chefs and spice tasters amongst 5 existing well-known brands such as: Rumi, Kiva, Mehr, Zaran and Kashmiri.

Silver Curry for Foiegras



First-century Roman naturalist Pliny the Elder said the small golden flower of this plant was used for crowning the gods and needle like leaves used as a spice like curry. Don't mix it with curry leaves, this plant name is immortal. In the language of flowers, Helichrysum spp. (immortelle) symbolizes eternal or endless love (Seaton 180). In the beginning of XIX century it was used as a specialty spice for pear sauce of 'foie gras', that means 'big liver'.

Vulcanic Oregano for Kobe Beef



Vulcanic Oregano also known as 'Blue Savoury' that has been used for centuries even millennia in Armenian ('Vishapaglukh', 'Hrabkhakhol') and Persian ('Badrashbi') folk medicine. The genus name is derived from a Roman half-man, half-goat deity known as a satyr. The plant's connection to love and nature was dedicated to this hedonistic creature that roamed the woodlands of Roman mythology. Savoury has been used as a culinary herb for centuries, in both fresh and dried forms. It stands up especially well to rich meats that have been grilled, stewed or smoked, as well as grilled portabella mushrooms.

Cannabis Pepper for BBQ



Armenian name of this spice plant that produce seeds like a pepper is 'Hagni' that translating as 'Rhapsody'. This plant doesn't have any connection with cannabis, its completely different species. But because it smells like cannabin and is used as a replacement for pepper, people called 'Cannabis pepper' or 'Monks pepper'. Monks used Vitex agnus-castus as an aphrodisiac (to curb sexual desires), hence the common name, chaste berry.

Magic Spices

This array of spice blends enhance the flavours of meat, salad, soup and fish dishes to satisfy the most discerning food lovers.



Fish spice

Ingredients:
Dill flowers and leaves,
Coriander seeds



Meat spice

Ingredients:
Wild savory,
Wild thyme,
Sumac,
Red pepper,
Coriander



Salad spice

Ingredients:
Coriander seeds,
Wild dill, Wild mint,
Mountain savory,
Fenugreek & Sumac



Soup spice

Ingredients:
Wild mint,
Wild dill,
Wild thyme,
Cumin & Black pepper

Packaging: net 80 gram (20 gram of each) and 20 gram spice recommends for 2 kilo of product



MARKET



US

Specialty Herbal Teas

High grade premium quality loose-leaf tea focused on taste of flavor.

*Armeniac
food bijou*

Our amazing variety of wellness herbal infusions will reshape your view on herbal tea and healthy food in general.

THEM

OUR PLANS



Positioning as High Quality Boutique Product in fine food niche market in UK, France, and USA

BASIC



Armeniac® unique Granola Tea positioning in mass market organic corners to be available and accessible for our wellness oriented customers

PRO



Developing and Targeting premium class PERSONAL GIFT TEAS to enjoy our signature customers satisfaction

PREMIUM

TRACTION

6.000.000

Servings cups of Armeniac tea per year are enjoyed

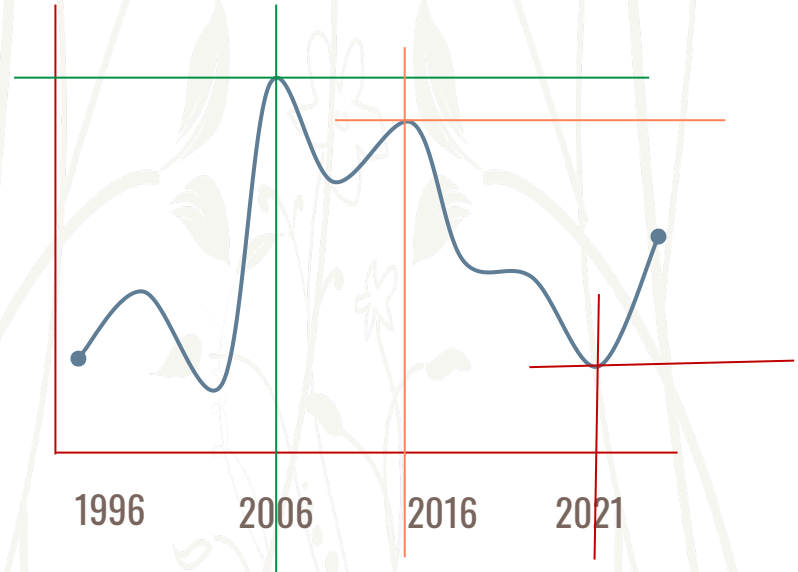
15,000,000,000

Drop of Armeniac treasured by customer over 25 years that Armeniac was established

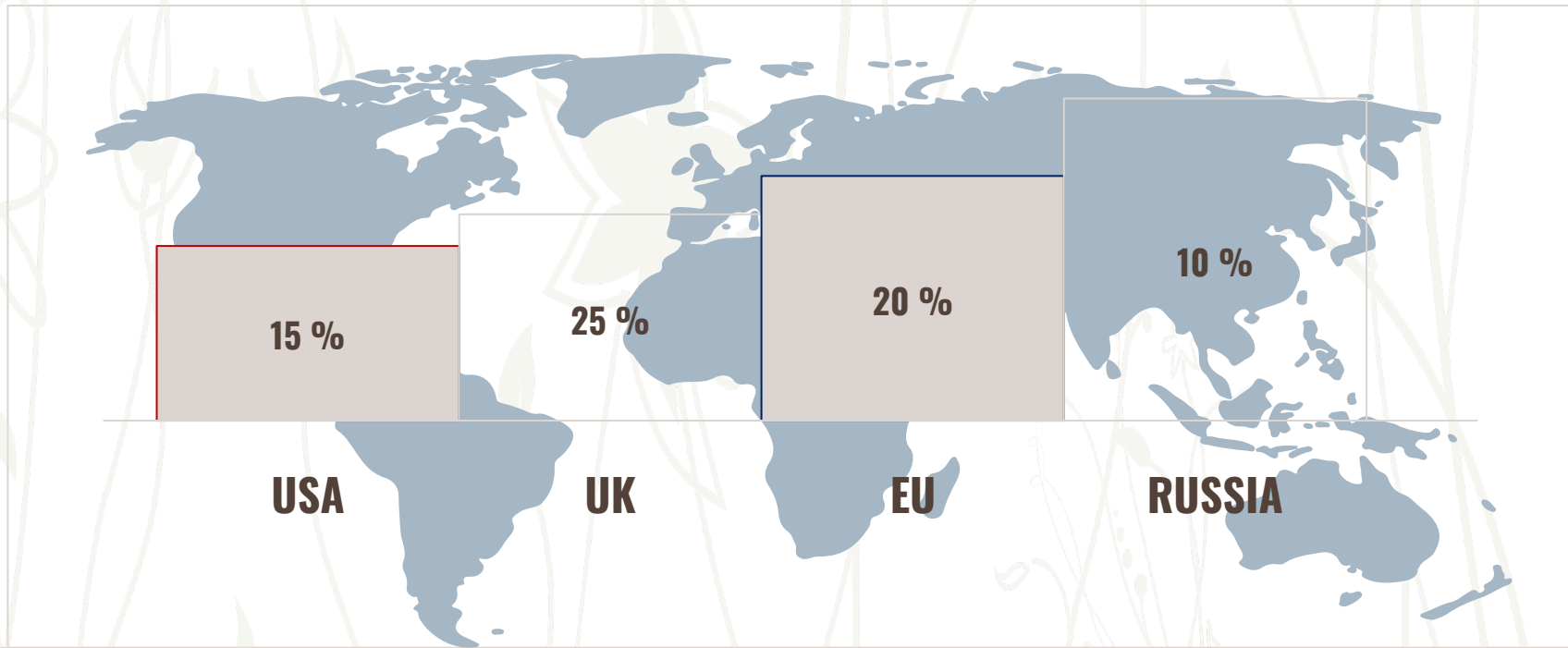
200

Total accounts that served our teas worldwide

GROWTH DYNAMICS



MARKET SIZE



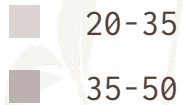
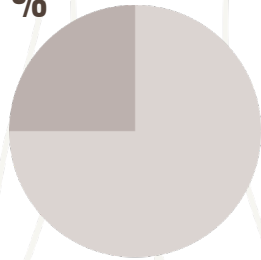
TARGET

GENDER



AGE

25 %



INTERESTS



90 %



50 %



75 %

COMPETITORS



Fortnum & Mason

<https://www.fortnumandmason.com/>



GATAMO

<https://gatamo.com/>



BELLOCQ

<https://www.bellocqtea.com/>



NUMI

<https://numitea.com/>



DAMMANN FRÈRES

<https://www.dammann.fr/en/#>



TEA FOTRTE

<https://teafortte.com/>



AWARDS & TESTIMONIALS



Wild Lemon Thyme - 2 stars

"Very herbaceous in the aroma. Really interesting flavour. Again, very herby as you'd expect from a thyme, with delicate citrus notes coming through. Underlying peppery notes that linger on the palate. This is a grown up tea, and a very good one at that."

"A revelation. A fresh new way to enjoy citric flavours, this time with a discreet touch of green but none of the staleness that dried thyme can easily give."

[Shop now](#)



FRANCK THOMAS FORMATION

Franck Thomas
Meilleur Sommelier d'Europe,
Meilleur Sommelier de France,
Meilleur Ouvrier de France

Approche sensible sur les infusions (herbal teas) de Armen

Les infusions ont été ressenties le matin entre décembre et janvier 2017-2018

Le concept de « conscient food » est relativement facile à comprendre mais, quand il s'agit de passer dans l'expérience, cela est plus subtil. Comme nous avons pu l'identifier dans nos travaux, la rencontre avec l'essence du ciel (l'essentielle) est bien plus profonde et sur



10 240 An Herbal...
10 242 Sweet Blend...

WILD-CRAFTED TEAS OF ARMENIA

In every field, the tradition of gathering and blending wild herbs has been an integral part of the daily lives of those people. Whether and wherever there is a need, gathering wild herbs is a tradition to share with family and friends. The blend we created, the famous rosbau and garlic. Try these teas and taste the difference.

- 10 232 Wild Elder...
10 240 Linden...
10 242 Sweet Blend...
10 244 An Herbal...
10 246 Sweet Blend...



THANKS!

Do you have any questions?

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From Generation To Generation