

The Company



Armeniac® – Heritage in Every Cup **Founded in 1887 | Family Brand Since 1996**

Armeniac® is more than a brand — it is a living legacy. Established in 1887 and formalized as a family company in 1996, we are dedicated to crafting **herbal infusions and fine spices** rooted in ancient Armenian tradition.

A Legacy of 7,000 Years

For millennia, the Armenian people have gathered and blended wild herbs from the pristine mountains. The **art of collection, processing, and blending** has been passed down through generations — a ritual that transforms simple herbs into **moments of connection**. Herbal tea was, and remains, a symbol of hospitality — brewed to share with family and friends, to celebrate togetherness.

Our Craft

Each **Armeniac® selection** is a masterpiece of flavor, wellness, and tradition:

- **Robust & Earthy Flavors** – capturing the essence of Armenian nature
- **Digestive & Relaxing Qualities** – perfect after a fine meal
- **Premium Quality Herbs** – carefully curated for purity and taste

Our Promise

Armeniac® is committed to preserving this timeless heritage while offering a **modern luxury experience**. Every cup is a bridge between past and present — designed to **delight the senses, nurture the body, and inspire moments of connection**.

Armeniac®, founded in 1887 and reimagined as a family heritage brand in 1996, carries forward Armenia's timeless art of gathering and blending wild mountain herbs. Inspired by ancestral wisdom, each infusion is a celebration of purity, flavor, and well-being — a delicate harmony of nature's essence and centuries-old tradition. Every cup of Armeniac® is more than tea: it is a ritual of hospitality, a moment of serenity, and a bridge between past and present.