

## Tbilisi 2022 Abstract Submission

**Title**

CURRENT DEVELOPMENTS IN THE ARMENIAN WINE INDUSTRY

**I want to submit an abstract for:**

Conference Presentation

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**Keywords**

vineyards, wine industry, export, innovation, perspectives

**Research Question**

In this paper it is presented an analyzes on viticulture and winemaking, current trends and are given economic substantiation to apply innovations in the RA.

**Methods**

Analitical and statistical methods

**Results**

As a result of technological development, more "Smart vineyards" will be developed and alternative energetic resources will be used in Armenia.

**Abstract**

CURRENT DEVELOPMENTS IN THE ARMENIAN WINE INDUSTRY

Ani Kirakosyan

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**ABSTRACT**

Key words: vineyards, wine industry, export, innovation, perspectives

In this paper it is presented an analyzes on viticulture and winemaking, current trends and are also given the need and economic substantiation to apply innovative approaches in the wine industry.

In the Republic of Armenia, vineyards occupy 16,524 hectares of arable land (2021). Vineyards are mainly available in Armavir (900-1100m above sea level), Ararat (800-1000m), Aragatsotn (900-1400m), Tavush (400-1000m), Vayot`s Dzor region(1000-1800m).

There are about 60,000 viticulturists in the country, who annually produce 237,058 tons of grapes (2021).

There are around 400 Armenian indigenous grape varieties. Nowadays 55 cultivating varieties, including 30 white and 25 red sorts. In these varieties 31 are used in winemaking, 21 are used as table grapes and 3 are raisin production. The most famous sorts are Areni, Voskehat, Kangoun, Haghtanak.

Black Areni is an indigenous grape particular to Vayots Dzor region in Armenia. In Armenia are still found 120

years-old grape vines.

Voskehat is one of the ancient Armenian autochthonous grape varieties which is also called the queen of Armenian grapes. Some vines of Voskehat endured over 150 years and are still growing and producing.

For 2021 wine production was 13,082 thousand liters. As for brandy production it was calculated to 46696 thousand liters. The number of winemaking companies in Armenia were 67 companies in 2019, in 2021 it is almost doubled reaching to 111, out of which 13 are producing more than 200 thousand bottles of wine, 52 companies produce more than 50,000 bottles of wine and 46 companies are small and annual productivity up to 5000 bottles of wine. As of 2020, 21% of wine produced in Armenia is exported, with the Russian Federation remaining the largest export market. In 2015 Armenian wines were exported to 15 countries, while as of 2020 the export geography has been expanded to 36 countries.

From the analysis of the dynamics of wine export volumes of Armenia, it can be concluded that wine exports in 2021 compared to 2020 increased by 15.8%. The main part - 75% of wine exports go to Russia, 5.2% to China and the other part to EU countries and other.

Wine export from RA (thousand literes)

Table 1

	2014	2015	2016	2017	2018	2019	2020	2021
Fruit wine	1,271	1,116	1,543	2,663	2,974	4,788	4,729	5,498
Grape wine	2,120	1,451	1,855	2,753	2,504	2,787	2,622	3,015
Total volume	3,391	2,567	3,398	5,416	5,478	7,575	7,351	8,513

Over the recent years, the share of wine in the total consumption structure of alcohol beverages has significantly increased in the domestic market. During 2018-2019, in particular, per capita wine consumption has grown considerably from 2.5 up to 3.5 liters. Per capita wine consumption in 2021 was 4.2 liters. This indicator in comparison with 2020 was increased by 20% (data from Vine and Wine Foundation of Armenia).

Increase of this indicator has been largely contributed by overall development of wine consumption culture in the country.

Today most of the locally produced wines can compete in terms of quality and flavor with those produced by countries enjoying high winemaking reputation in the international market.

The first of its kind in Armenia, in the Armenian National Agrarian Academy, by the ICARE Foundation it was founded "Enology and Wine Business Program" of EVN Wine Academy, which equips students with knowledge and skills of winemaking from vineyards to wine bottling. EVN Students gain hands-on experience in many areas of the wine industry while learning from some of the most innovative winemakers.

EVN Wine Academy's new and fully equipped practical winery is a small facility in Voslehat village that gives students the opportunity to apply their practical skills in winemaking, conduct different experiments and upon graduation have their own wine.

"Serund" wine is produced by Armenian National Agrarian University, too, with an active participation of the students involved in the whole winemaking process. The wine is made from Areni (50%) and Hakhtanak (50%) ([www.anau.am](http://www.anau.am)).

In ANAU a strategy is developed, which will promote the development of modern viticulture and winemaking. The scientific center, parallel to maintenance and development of infrastructures, plans to create a collection of old and valuable sorts of grape and other fruits, which will become a rich base for new scientific research implementation. The branch already implements works on the cultivation of demanded sorts of grape (Voskehat, Tsilar, Kakhet, Muskat, Haghtanak).

Taking into account current scientific and technical developments in the world wine market innovative approaches are urgent to apply in the field of viticulture and wine industry to resist the competition.

These are the major innovative approaches that local wine producers have to follow: for example usage of smart technologies: sensors, robotics in the vineyards, wineries.

During winemaking processes, wine bottling and even distribution, usage of smart machines with AI (Artificial Intelligence) can help to perform tasks excellently ([www.forbes.com](http://www.forbes.com)).

Using drones, wineries can easily gather data on ripeness, water shortage, and disease pressure in the vineyard, and act more quickly to preserve quality.

As for innovations in winemaking and current developments, electronic wine labels that provide extensive information about the wine. Consumers will be able to use their smart phones to access QR codes that will provide complete information about the exact vineyard and wine production.

Since wine's supply chain management, there are currently many paper documentation procedures that are

required to ship and receive during the export or import. E-Certificates will eliminate paper and allow the documents to be accessed digitally.

Innovations in this sphere can include adopting innovative management, quality process monitoring in the winery, and decision-making during winemaking for the producers by application of consultative services that can provide ANAU.

As a result of technological development, more "Smart vineyards" will be developed which will lead to the acquisition of quality and low-cost raw materials for winemaking and development of the wine industry.

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