



«©Yerevan Wine Days 2023»

wine & gastro master classes
intercultural cooperation

EVENT OF THE YEAR AWARD 2022

12 reputable international judges determined the Award Winners.



Felicity Carter

Executive Editor, Pix+ Special Projects



Robert Joseph

British wine expert, consultant, producer, an editorial consultant for Meininger's Wine Business International



Dr. Ricardo Nunez

Head of the international group of companies Vinos de La Luz



Maria Athanasopoulou

Founder of Respond On Demand, chairwoman of the Board of Directors of the World Food Travel Association, Master Culinary Travel Professional



Erik Wolf

Founder and Executive Director of the World Food Travel Association



Per Karlsson

Co-founder and wine writer of BKWine Magazine



Nina Basset

FIH Hotelier, Co-Founding Trustee and Chair of the Gerard Basset Foundation, Co-Founder and Vice President of the UK Sommelier Academy



Sarah Abbott

MW, Founder of Swirl Wine Group, marketing strategist, communications specialist, wine judge and writer



Prof. Dr. Prof. h.c. Gergely Szolnoki

Professor of Market Research at Geisenheim University



Irina Bystritskaya

International consultant, Deputy Director of the National Vine and Wine Office of Moldova 2017-2021



Stéphane Badet

Lecturer at ISVV – Institute of Vine and Wine Science at the University of Bordeaux



Ester Garcia Adrados

Director of School of Wine Tourism of Catalonia and Vocational Training Institute of Wine Tourism of Catalonia, Director of the Wine Business School

[Click here for more info](#)



During the international “Wine Travel Awards 2021-2022” “©Yerevan Wine Days” became THE EVENT OF THE YEAR.



The award ceremony took place during London Wine Fair, where the festival got the cherished statuette.

“Wine is love, drinking it is an art, and Armenia is the place where one should drink wine”.

©YEREWINEDAYS CAMPAIGN 2023 | DATES: MAY 29 TO JUNE 4

During the YereWineDays Campaign to raise awareness of wine culture will be held:

1. Yerevan Wine Days festival,
2. Wine classes & Gastro show during the festival,
3. Wine & Gastro Masterclasses for focus groups,
4. Charity dinners with a set menu,
5. Restaurant week campaign,
6. Professional Wine Expo.

1. ©YEREVAN WINE DAYS 2023 | DATES: JUNE 2 TO 4



The goal of “©Yerevan Wine Days” is to promote Armenian tourism potential and ensure the recognition of our country as one of the ancient cradles of wine.



The “©Yerevan Wine Days” festival has a great role in the development of Armenian tourism by representing the full palette of Armenian wine and the importance of wine tourism with eliciting the warmest emotions to the visitors.

Starting from 2017 each year several central streets of Yerevan get filled with warmth, positive emotions, music and get wrapped in the light and laughter of slightly tipsy people. These days wine-lovers, both locals and tourists, have a wide choice of trying the best wines made from endemic sorts of grapes, tasting the full spectrum of white, red, and rosé wines, combining them with their favorite Armenian delicacies, a wide range of cheeses, or with the tastiest dishes of global cuisine.

In 2023 «©Yerevan Wine Days» festival will be held on June 2, 3, 4 on Saryan, Tumanyan and Moskovyan streets.

The entrance to the festival is free.

During the festival 50 Armenian winemakers and 30 restaurants are presented.

Cool facts: *A team of Armenian and Irish archaeologists has found canned wine jugs, vessels, and burnt grape seeds in the territory of Armenia. The carbon analyses detected that winemaking in Armenian highlands has over 6,100-year history.

1. ©YEREVAN WINE DAYS 2023 | DATES: JUNE 2 TO 4



©YEREVAN WINE DAYS 2022 VIDEO



©YEREVAN WINE DAYS 2021 VIDEO

2. WINE CLASSES & GASTRO SHOW DURING THE FESTIVAL | DATES: JUNE 2 TO 4

Wine classes and gastronomic shows were presented at the festival for the first time in 2021. We repeated the same successful experience in 2022.

As part of the event, winemakers and sommeliers hold 3-4 1-hour master classes daily in 3 languages: Armenian, English, and Russian. The scope of the subject of the previous classes is provided on this page.

And each participant restaurants held daily one small gastro presentation or food plating in their stands.

In 2023 during Yerevan Wine Days festival we are going to have wine classes and as a novelty we want to have large scale gastro shows and bring them to the special equipped stage along with the wine classes.

Daily, there will be 3 classes (2 wine classes, 1 gastro show) on a stage. The audience will be under well-equipped large tent with the necessary printing materials, a ventilation system, a screen, tables, and chairs for up to 50-80 people.

Wine classes will be accompanied by a wine degustation. For us it is preferable to compare foreign and Armenian wines.

Gastro show will give to the participants an opportunity to taste the prepared dishes or event to participate in making or plating.

Participants are awarded certificates by the organizers or combined with the experts.



One of the main missions of “©Yerevan Wine Days” is to educate the public about wine culture.

SCOPE OF THE SUBJECT 2021/2022

“Traveling in vineyards” (Armenian)
“Traveling in vineyards” (Russian)
“The right choice of wine glasses” (Armenian)
“The right choice of wine glasses” (Russian)
“Food & Wine Pairing skills” (Russian)
“Armenian endemic grape varieties” (Armenian)
“Wine tasting skills” (Armenian)
“Opportunities for wine tourism in Armenia” (Armenian)
“Introduction to Armenian Winemaking Regions” (English)
“The difference between red and white wine” (Armenian)
“Winemaking in Austria. LOIMER Wine Tasting” (Russian)
“Organic Viticulture and Winemaking” (English)
“Presentation of Armenian Wine Flavors” (English)

2. WINE CLASSES & GASTRO SHOW DURING THE FESTIVAL | DATES: JUNE 2 TO 4



3. WINE & GASTRO MASTERCLASSES FOR FOCUS GROUPS | DATES: MAY 29 TO JUNE 1

Before the street festival, from 29 May to 1 June, will be held professional master classes for focus groups.

This events are mainly for the HoReCa segment representatives, young wine makers and chefs, wine enthusiasts, gourmands, etc. The goal is to share the international experience with Armenian young or new professionals.

Cooking battles between the main chef and the participant young professionals can be held during gastro master classes.

It is preferable during wine master classes to present both Armenian and international wines and make comparison between them. We can even combine wine and gastro master classes.

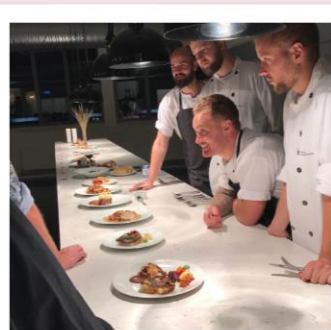
During the campaign week for the experts we will organize tours and meet ups with Armenian wine producers, chefs and other professionals.



Despite the fact that this format is presented at YereWineDays for the first time, our team has extensive experience in organizing such events.

Last 10 years our honorable guests were international professional sommeliers and wine experts such as:

- Serge Ghoukassian (France),
- André Deyrieux (France),
- Luca Canapicchi (Italy),
- Kobi Klaitman (Israel),
- Keti Jurkhadze (Georgia),
- Max Bozoghlian (USA),
- José Peixoto (Portugal),
- Viktor Finopoulos (Greece),
- Christian Claus (German).



4. CHARITY DINNERS WITH A SET MENU | DATES: MAY 29 TO JUNE 1

Before the street festival, from 29 May to 1 June, we are going to organize 1 or 2 charity dinners with special set menu.

The events will be held for 25 to 40 people. The dinner will be accompanied with wine master class about the each wine narrative.

The income from these dinners will fund the wine education of youngsters from rural regions of Armenia.



*All the photos were taken from the internet

5. RESTAURANT WEEK CAMPAIGN | DATES: MAY 29 TO JUNE 4

For over 6 years restaurants have been inseparable part of Yerevan Wine Days festivals.

In 2023 Yerevan Wine Days are going to have over 35 participating restaurants.

During YereWineDays campaign for the first time from May 29 to June 4 will be held “Restaurant Week” campaign.

The participating restaurants for 7 days will offer special menu with free 1 glass of wine.

The invited chef can choose 2-3 restaurants from the participants and during the restaurant week have specialty days.



*All the photos were taken from the internet

6. WINE EXPO 2023 | DATES: JUNE 2 TO JUNE 4



As a novelty, this year some winemakers will be also presented in the section of **Professional Wine Expo**.

The main goal is to promote Armenian wines and their export.

The professionally equipped expo venue will give a chance to the business visitors of “©Yerevan Wine Days” to have business discussions with the export managers and other representatives of wine companies.

This section is for B2B cooperations. The entrance is free.



We would appreciate if you could spread information about this Wine Expo, and would love to see the business visitors, media representatives and tour agencies from your country. For more information of the Wine Expo, please, contact us.





©YEREVAN WINE DAYS AS A COLORFUL AND CULTURALLY DIVERSE WINE CELLAR

Dear partner,

We hope that you have become interested in our winery and beloved event, which continues to spread wine culture by means of master classes, festivals, and the Professional Expo areas.

This year to organize more informative and culturally diverse and inclusive master classes we want to invite wine experts, chefs and sommeliers from wine countries.

It will be our honor if chefs, wine experts or sommeliers from your country will be present during the “YereWineDays” one-week festival campaign and will conduct master classes or gastro shows either during the charity dinner, meeting with the focus groups or during the street festival, or be part of restaurant week campaign.

If you are interested in our offer please inform us what kind of additional information you need. With great pleasure, we will introduce all the necessary information and documents.

We suggest having a meeting with your embassy representative, our co-founding director Mary Badalyan and me to discuss the details.

Here are our contacts:

Mary Badalyan
Tel. +374 91479182
Mary.badalyan@eventtoura.org

Hranush Grigoryan
Tel. +374 55322828
festivals@eventtoura.org



“EventToura” is a festival-organizing company, based in Armenia. “EventToura” contributes to the diversification of Armenian tourism products, their appropriate presentation, and promotion in the international tourism market.

The main goal of the company is the development of event tourism in Armenia.

“EventToura” creates and develops large-scale projects, among which are:

- “©Yerevan Wine Days” since 2017,
- “Yervand Zanzazanyan. Photo seminar and master-class” in 2018,
- “Yerevan Gastro Day” in 2019,
- “Beard Fest” in 2019,
- “Yerevan Music Night” since 2017,
- “Beer Days” since 2021,
- “The Color of Wine” (first time in 2023),
- “Art Day” in 2021,
- “Independence Day” in Yerevan 2018 and in Gyumri 2019,
- “Lavash Day” the festival of the “Dar” foundation (first time in 2023).

“EventToura”, spending several months in preparation for the events, makes it a priority to understand the objectives of all possible stakeholders and ensure their maximum satisfaction.

EVENTTOURA TEAM

CONTACT PERSON



Hranush Grigoryan
Project Manager
festivals@eventtoura.org



Mary Badalyan
Co-founder and Executive director
Tel. +374 91479182
Mary.badalyan@eventtoura.org



Nune Manukyan
Founder and Creative director
Tel. +374 91204760
Nune.manukyan@eventtoura.org



Lilit Margaryan
Project Manager
projects@eventtoura.org



Kristine Sargsyan
Project Manager
media@eventtoura.org
touevents@eventtoura.org



Alisa Ohanyan
Project Manager
info@eventtoura.org



Valentina Dostakova
Project Coordinator
events@eventtoura.org



Lilit Tsarukyan
Project Manager
contacts@eventtoura.org