

QARÉ

PRESS KIT · 2026

PREMIUM ARMENIAN WINE FROM ARATASHEN

Stone & Soil. French varieties, Armenian stone and sun.

ABOUT QARÉ

QARÉ was founded in 2020 by two friends from their student years, Andre and Edgar. Both are software engineers by profession and worked side by side for many years in banking IT. Their shared love for wine and for Armenian land led them to a 3-hectare vineyard in Aratashen, in the heart of the Ararat Valley.

Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Verdot and Chardonnay grow here on deep, rocky volcanic soil, where the stone keeps the warmth of the Armenian sun. The vines are tended by hand. QARÉ wines are made at a partner winery under the supervision of German oenologist Josef Watzl, a graduate of Geisenheim University and Justus Liebig University.

The name QARÉ comes from the Armenian word for stone, and the brand idea is simple: Stone & Soil. No rush, no noise, only patience and the character of the land. QARÉ Red 2023 received Grand Gold and the trophy "Best Wine from Armenia in the competition" at the Frankfurt International Trophy 2025. QARÉ is available in 30+ places across Armenia.

"Two programmers planting a vineyard sounds like a strange idea. But we didn't want to make just another wine. Code and wine have one thing in common: you can't fake quality. In Aratashen we give the vines time, stone and sun."

Andre, Co-founder & Director

FACT SHEET

Company	QARE WINE LLC, brand QARÉ
Founded	2020
Founders	Andre and Edgar
Vineyard	3 ha, Aratashen, Armavir province, Ararat Valley, Armenia · deep, stony volcanic soil
Varieties	Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Verdot, Chardonnay
Winemaking	At a partner winery, under the supervision of winemaker Josef Watzl (Germany)

QARÉ RED 2023 · TECHNICAL SHEET

Type	Dry red wine
Vintage	2023
Origin	Aratashen, Ararat Valley, Armenia
Blend	Cabernet Sauvignon 38% Merlot 31% Cabernet Franc 25% Petit Verdot 6%
Alcohol	12.6%
Production	9,500 bottles (limited release)
Serving	16-18°C · open and let the wine breathe for a few minutes
Food pairing	Khorovats (Armenian barbecue), lamb, aged cheeses



AWARDS



FRANKFURT INTERNATIONAL TROPHY 2025

Grand Gold

Trophy: "Best Wine from Armenia in the competition"

QARÉ Red 2023 · frankfurt-trophy.com

WHERE TO FIND QARÉ

30+ supermarkets, wine shops, restaurants and hotels across Armenia. Map: bit.ly/qarewinesmap

Order online with delivery in Yerevan: **SAS.am** · **Parma.am** · **buy.am**

MEDIA & CONTACT

Press contact	Andre Mailyan, Co-founder & Director · qarewines@gmail.com · +374 94 820199
Downloads	Photos, logo files and award diploma: qarewines.am/press
Photo credit	Photo: QARÉ Wines
Online	qarewines.am · Instagram, Facebook, YouTube, TikTok, LinkedIn, Pinterest: @qarewines · Telegram: t.me/qarewines