



ZULAL ARENI CLASSIC

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SKU: ARMZAC

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Of Armenian heritage, Aimee Keushguerian grew up on her family's winery in the hills of Tuscany before deciding to join her father and repatriate to Armenia in 2016. Excited by the renaissance in Armenian winemaking, Aimee decided to join her father in Armenia and fulfil her dream of establishing her own wine brand. Translating as "pure" in Armenian, Zulal was established with the central mission of expressing the character of Armenia's indigenous grape varieties as purely as possible.

Armenia has one of the world's most storied histories of winemaking, the site of Areni-1 cave, the earliest discovered winery dating back to 4000 BC. Despite its long history, the Armenian winemaking scene recently fell into obscurity before its revival in the early 2010s. The terrain is characterised by extremities with high elevations and harsh weather conditions, a large part of the reason to plant local varieties. Zulal has currently catalogued 400 indigenous grape varieties, hoping to share them with the world.

