



Armeni for ONAS 28 November 2021



- My name is Sergo Vardanian and I am a commercial director of our company “Armeni” based in Lithuania.
- We are Lithuania’s one and only company that uses Armenian meat air-drying technologies, offering a wide variety of products.
- Our gourmet air-dried meats have great flavors and aromas, which will win over even the most discerning connoisseur.
- Our flagship beef product, “Basturma,” has a very ancient history, and a timeless taste! This is only one of our many delicacies.



HISTORY OF ARMENIA AND ARMENIAN FOOD



- Armenia is located in the highlands surrounding the Biblical mountains of Ararat.
- The original Armenian name for the country was Hayk, later Hayastan (Armenian: Հայաստան), translated as 'the land of Hayk', derived from Hayk and the Persian suffix '-stan' ("land").



- It is a country of Transcaucasia, lying just south of the great mountain range of the Caucasus and fronting the northwestern extremity of Asia.
- To the north and east Armenia is bounded by Georgia and Azerbaijan, while its neighbours to the southeast and west are, respectively, Iran and Turkey.



- The capital is Yerevan (Erevan).



- **Armenian food** is one of the most unique and traditional cuisines in the world. It has a wide range of dishes rich in flavor, prepared using techniques dating back thousands of years.
- Each and every dish reflects a certain history of ancient Armenia, showing just how skilled Armenians were – and still are – in making bread, kebab, and other delicious recipes that require some serious techniques.



HISTORY OF "ARMENI". ABOUT US



- **“Armeni” UAB** is the only company in Lithuania producing various delicacies of air-dried meat using the Armenian technology.
- The company was founded in 2006 and has achieved a lot since then: expanded, continuously improved and renewed assortment, established modern, up-to-date meat processing company complying with all standards and a purposefully expanding sales market; the products are constantly awarded in various exhibitions, competitions and other events.

“Why people choose our products:

- High quality delicacies;
- Exceptional, special gourmet taste and flavor;
- Unique and original production technology of “Armeni” UAB;
- Carefully selected high quality raw materials;
- Easy to transport and store without special conditions;
- Low temperatures are used in the production process; therefore products almost do not lose vitamins, minerals and other nutritional substances;
- Long term of use;
- Handmade.

- The founder of "Armeni" UAB is Genrik Vardanian.



HISTORY OF BASTURMA

(air-dried beef)



- The pride of our company is the air-dried beef “Basturma”, which is a special and exclusive product not only for its flavor, aroma, traditions and methods of consumption, but also for the history of origin, which reaches 95-45 years BC.
- Armenia was ruled by powerful king TIGRANES THE GREAT. He expanded his possessions from the Black to the Mediterranean Sea.
- Crafts developed, the culture of the country grew up. Caravans from Armenia traveled to the far countries. Armenian merchants even traded with China and India. Exhausting trips lasted for months. They could take along any food except meat. It became rotten in just a few days.



- Then the technology of curing meat appeared - salting and drying. This technology both allowed meat to stay fresh during long trips and surprised people from the farness with its taste. Armenians call this dish “Basturma”.
- Thus, by combining Lithuanian nation long-time experience of processing and preparation of meat with millenary traditions of production of foodstuffs from other counties (Caucasus, Asia) and by “combining” other forces we could have introduced to and popularized in the Lithuanian markets.
- Meat is the main component of “Basturma”. It is one of those products that provide us with irreplaceable amino acids, B group vitamins, some fat soluble vitamins and a number of microelements. Meat appears to be a source of easily assimilated iron. Only a certain part of meat is used for the production – beef eye round pad or topside.

- Each slice of beef is covered with spice mixture (so called “chaman”) by hand, which contains various spices, including those grown in the Caucasus Mountains. It is this “chaman” (and also the application of a special production technology) that makes air-dried beef “Basturma” an exceptional and a unique product, and turns it into a delicacy recognized by the majority of people. “Chaman” contains garlic that together with some other spices has antibacterial and antiviral properties.
- In addition, our “Basturma” is a perfect choice for those who count calories or avoid fatty foods, as this meat contains only the minimum amount of fat. It should also be noted that air-dried beef “Basturma” retains almost all vitamins, minerals and other nutrients, since the production process involves the use of low temperatures.
- Although “Basturma” has been known for thousand years, its production has not undergone any major changes to date. It still involves a great deal of handwork. As is known, the warmth of human hands gives each product a special energy and distinctness. Especially if it's made with love.



- This is how our “Basturma” is produced. We do not use equipment intended for mass production, which makes the manufacturing process of “Basturma” distinct, since each piece of the highest quality meat is processed only by hand. This – the handwork – is perfectly reflected on the quality, taste, flavor, etc. of the final product.
- The production process of air-dried beef “Basturma” requires a certain amount of patience, as the whole manufacturing process lasts up to 3 months and consists of the following steps:
 - selecting meat,
 - salting,
 - maturing,
 - applying spice rubs
 - and air-drying.

- We recommend serving “Basturma” for snacks with beer, brandy, wine and cognac.
- However, this delicacy can be used in the kitchen according to your taste, fantasy and creativity.



SUDZIUCH

- Sudziuch is one of the first products of Armeni, which has won many gold medals for exclusivity and original recipe. Most appreciated by gourmets.
- Along the way, you'll find already cut beef-lamb slices which will be ready to treat yourself or your friend.
- We have Sudziuch in 3 different packets: whole sausage 200g, sliced 70g and small sausages 120g. Those are all same Sudziuch, same recipe, same taste. The only difference is that we use different casing for small sausages to produce.



- This concludes my presentation. However, I'd like to quickly summarize the main points or takeaways: our products are unique and luxurious, it's not for everyday use. It's like a snack where you have to taste it in small pieces together with wine, beer etc.
- It's a family business and we are really looking after our business. Thanks again and I look forward to hearing from you.





The Kings of Taste

www.armeni.eu

<https://www.facebook.com/uabarmeni/>

https://www.instagram.com/armeni_lietuva/