



RESTAURANT AGHAVNATUN

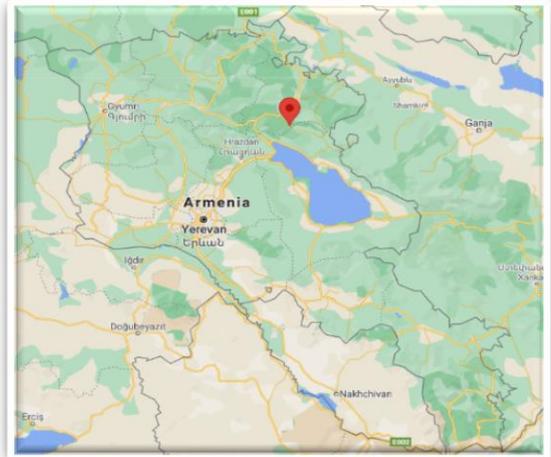
Location: Republic of Armenia/ Tavush Region / v. Aghavnank

Key words: Restaurant, Wine

making

Description of best practice related to HCBET

Make traditional losh and barbecue in a special tonir



With its customs, traditions and cuisine, Aghavnank is a perfect place to get familiar with the Armenian culture through a losh baking and barbecue master class. Tonir is a necessity for local losh baking, which can be tasted only in this region, and which is perfectly combined with barbecue.

By visiting Aghavnatun, the guests will have the opportunity to take part in the process of making bread (losh) while listening to stories about this tradition. The freshly baked losh goes well with the near made barbecue. Tavush pork, from which barbecue is made, is famous all over Armenia for its unique taste. The visitors will be taught the skills of properly marinating meat with thyme. While the meat is grilling, they will head to the cellar to taste the homemade vodkas and unique wines to discover the full range of Aghavnatan flavors and aromas¹.

Marketing approach

The organization has a Facebook page (<https://www.facebook.com/AghavnatunArmenia>), a Google Maps location. It is represented in various events and cooperates with tour operators.

Financial situation

The main means of ensuring financial stability are the income from the sale of the offered products and services, as well as, to a certain extent, business loans and grants. Orientation

to both domestic and inbound tourism markets is considered an important factor in ensuring financial stability.

Key success factors and challenges

The main factors of success are purposefulness, personal qualities, support of the villagers and being in the neighbourhood of the famous historical and cultural monument (Aghavnank). Challenges for the development of activities are the

underdevelopment of water, electricity, gas supply infrastructure and, as such, the lack of business activities in the village and the problems related to cooperation.

Plans for future development

It is planned to diversify the services in the near future, in particular, due to the construction of a guesthouse, a new wine factory and the development of cultural cuisine.

¹More detailed information can be found at the following link:

<https://myarmenia.si.edu/en/guide/experience/make-losh-and-barbecue-special-tonir>

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GALLERY:



Source of the images: <https://www.facebook.com/AghavnatunArmenia>

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