Presented by HAM ltd.Co.
The revived ancient Armenian culture of Herbal teas
Ancient Herbals Teas from Armenia originate in antiquity, with a tradition and science beginning 7000 years ago.
Herb design of primeval people, 3500 year b.c., Armenia

Metamorphosis of Plant to Man
Herbs in Ancient Manuscript

Matenadaran (the manuscript library), Yerevan, Armenia
Ancient Herbals Teas from Armenia originate in antiquity, with a tradition and science beginning 7000 years ago.

Church and monument, 6th century, Odzun, Armenia, tea producing area.
Relief of monk teaching about herbs.
Plant motifs, illustrating the spiritual importance of the herbs...
Where the Ancient Herbals teas come from:
The natural environment and the village people of the tea producing areas of Armenia.

The village of Odzun, center of the tea producing region.
On the way to the Linden tree forests.
Ancient Herbals: The relationship between plants and man.

Knowledgeable villager displaying fresh elderflowers.
Freshly harvested wild mint (Mentha Longifolia).
Village boys collecting herbs at 3900 feet in the mountains.
The teas are collected, processed and blended by hand, according to ancient food technology.

Traditional tools used in the hand processing of herbal teas.
Special 250 year old tiles make up the roof of the natural drier.
NATURAL DRYER

We have rehabilitated and mastered the ancient technology. This helps to maintain the original color, taste and exceptional quality.
This mint tea will undergo a drying and fermentation process.
The teas are processed by knowledgeable and experienced people.
Herbs, teas and mixtures in a cave laboratory, still in use, Armenia.
Filling herbal prescriptions.
Ancient Herbals Teas:
The end result of careful attention and great passion.
The pomegranate was the symbol of fertility, because of the many seeds borne within the fruit, and the heathen regarded it as a sacred plant. It is believed that in 1500 BC, the pharaoh Tuthmosis brought pomegranate to Egypt from Asia. Pomegranate’s leathery fruit and jewel-toned seeds appear in both Greek and Armenian mythology.

"Deprived of paradise, man finds the purest of his pleasures and the greatest source of his wisdom in the garden, the first creation of God."
In Ancient times, the Chrysanthemum was imported to Armenia from China. This made it very expensive. A similar plant was discovered in Armenia and named “Armenian Chrysanthemum”. This plant, however, does not belong to the Chrysanthemum family, rather is from Dipsacaceae family.

Armenian Chrysanthemum is a wild Scabiosa, which grows in high mountain meadows over 2500 meters elevation. It is difficult to find and harvest, as the flowering period is very short.

For centuries, Armenians used this tea as a testy herbal tea served with traditional meal, and not as a medicinal infusion.

The blend is carefully prepared from high quality Armenian Chrysanthemum (Scabious flowers) and selected Wild Mint leaves based on ancient recipe.
RARE TEA

TEA ARARAT

According to the ancient manuscripts the ingredients of this blend have an immediate anti-stress and antispasmodic effect and good for blood purity and mind refreshing.

It is believed that 3500 years ago the ancient people were living in historical Armenia used this balanced combination of wild crafted Quince, Blackberry, Zizifora and Mint leaves mixed with Wild Absent as a hot beverage. This unique wild crafted herbal blend was called Ararat, since according to the recipe discovered from ethno-historical research all ingredients are historically recognized as an Armenian Sacred Herbs and in ancient time harvested only from Ararat valley.
There is a story that this testimonial herbal blend of Wild Mulberry, Cherry and Mint leaves was used during NAVASARD ("nav"-new, boat, arch and “sard”–year, which is Pagan New Year celebrated in August) ceremony, since the time of HAYK-ORION, dated back in to 2492 B.C., which was celebrated near to the Npat Mountain at the Coast of Aratsani river (Murad river in Turkey). Then later the celebration took the place near to the Ararat Mountain at the Coast of Araks River.

According to the tradition, the ceremony table of the NAVASARD celebration should have at list seven food with the name started by “N” letter, like Nush (almond), Nur (pomegranate), Ngatsagki Ac (Artemisia bread), Nazuk (sweet bread), etc., including Noash’s blend, which symbolized the appreciation to Gods.

Due to the witness of another legend the Noah planted his first trees, mentioned in the Bible (Mulberry, Wild Cherry and Wild Mint), in the valley of Ararat and used the infusion of lives with wild Mint as a refreshing beverage.

The “Noah’s Blend” name was forgotten during centuries and people start to used “Christmas tea” and “AMANORYA THURM” ("ama" means moon, "nor" means new, “thurm” means infusion) which are still keep the meaning of previous name of infusion and symbolize the New Year, New Life and New Moon.

“Noah’s Blend” was served as a special beverage for New Year dinner with traditional sweet bread NAZUK.
We are proud to present you with this exclusive selection of five AncientHerbals™ blends in traditional hand made cotton bags packed in a original box made from specially treated wood.

Only 100 boxes of this exclusive tea selection are produced.

Do not miss your chance to have this Armenian ExclusivTea™ with set of five selected blends: VIOLET-LINDEN, KINGS TEA, QUEEN NECTAR, LILIAK and AMBROSIA PRINCESS
QUEEN NECTAR

Around the 13 century Queen Tamara, in search for "eternal youth", ordered her servants to search for the magic herbs. Being aware of the rich nature of the Lori region, she sent her servants to find the one who would be able to create the magic blend. After six months, the servants found an old wise herbalist who granted the Queen's wish.

He combined sunny-sweet Chamomile, wild violet (from Aragats Mountain - 6400 feet), Queen flowers - “Armenian Chrysanthemum" with and natural fruit sugar to generate this delicate blend. Queen Tamara was surprised to see the dried violet petals opening in the brewing cup and was delighted with the flavor of the tea.
The legend tells that Violet and Rose were brother and sister. Rose was always pricking Violet. Violet was taking blood from the wounds and rubbing it on her face. One day the Mother of Flowers, tired of their constant bickering, bewitched them to long for each other, as they could not understand and appreciate the testament of love. “Whoever finds you together would be cursed. Whoever finds any of you through his love, would be blessed”.

Violet grew under the Linden tree. Linden Flower loved Violet. Encouraged by what Mother of Flowers said, and by the kind attention of Violet who was looking up at him, he bend to hug Violet. Since then, Violet and Rose cannot see each other. Those who see them together are cursed. Ever since that day, Violet and Linden Flower join to give human kind their delicate flavor of love.

The taste of this tea is as lovely and delicate as the legend. It has a delicious flavor of violet and an apple-like aroma of sweet linden flowers: a balanced taste of spring and summer.

* - Do not drink too hot.
In 18th century, the Yerzinkian family from Hakhpat made this tea and transferred the know-how of Lilac from generation to generation. Similarly, our grandmother Satenik transferred the knowledge to us.

It is a balanced combination of soothing chamomile and linden flowers, blue lilac and pink clove flowers, a symphony of a delicate taste.

According to the ancient Armenian herbalists, lilac was used for regulating blood sugar balance and has an diuretic and dietetic properties.
ROYAL NECTAR-SANAHIN

... in ancient times called the “ROYAL NECTAR”.

1998 year lot of vintage Royal Nectar tea are made by skillful people who pick up these tea ingredients, with special regard to the month, day, time, weather conditions, and phases of the Sun and Moon. The method of collection, processing, blending and brewing have been passed on from ancient times, from generation to generation.

The history of this tea comes from the 10th century. Sanahin’s monks were pioneers of planting a non-fruit Linden tree garden around their church. The linden flower was a delicious and very healthy ingredient for a tea blend.

This complex blend contains selected Linden and Elder flowers, and in ancient times, was used as a spiritual infusion that improves the mood and increases the memory.
MEDITERRANEAN MINT

As the legend says, the Greek nymph “Minthes” was planted by the jealous wife of Pluto.

The tea is the perfect finish to a Mediterranean meal, a taste experience in itself.
AREVIK

This refreshing blend of chamomile, Armenian oregano and St. John’s wort, exhibits an amber color with a bright flavor note.
Boutique Product Line

ORIENT BLEND

THIS UNIQUE TEA HAS THE AROMA OF ORIENTAL SPICES CLOVE, CINNAMON AND CARDAMON WITH ROASTED GRAIN, ROSEHIP AND HOWTRON FRUIT.

ORIENT BLEND TEA HAS A PURE, FRESH FLAVOUR AND CREATES A WARM AND PEACEFUL SOCIAL ATMOSPHERE.
Boutique Product Line

ANI BLEND

A DELICATE SPRINGTIME AROMA, A TART, FRUITY FLAVOR, AND THE PINK COLOR OF A NEWLY BLOSSOMED ROSE
Boutique Product Line

ARMENIAN BLEND

THIS TEA HAS A COMPLEX, SAVORY FLAVOR AND THE AROMA OF THE HIGH MOUNTAINS AIR.
Fruit Tea

APRICOT FRUIT TEA

STEAMED TONIC WITH FRUITY AROMA OF ARMENIAN APRICOT.
Acknowledgment

For over 7000 years, the tradition of gathering and blending wild herbs has been an integral part of the daily lives of the Armenian people. The methods of collection, processing, blending and brewing have been passed down from generation to generation. Wherever and whenever there has been a social gathering, herbal teas have been brewed to share with family and friends. Ancient Herbals is well known brand of herbal tea chosen by World famous tea testers and chefs for its great flavor, premium quality and their ability to enhance the overall enjoyment of a fine meal. Our teas are wild crafted and full of natural vitamins and antioxidants, without any artificial color, flavors and preservatives.
Acknowledgment

The company was founded by Yerzinkyan family in 1887 in Akhpat and rehabilitated by Sayat-Nova’s grand-grand child ethno-botanist Dr. Armen Mehrabyan in 1996.

Since 1997 teas are exporting to gourmet restaurants and organic, fin-food outlets in USA and Europe (Legal Sea Food, Rialto, Chez Henry, Oleana, Casablanca, Whole Food, Lionidas, Gallery Lafayette, etc).

Today, after more then 10 years, the Ancient Herbals rehabilitated and became an essential part of a tasty and healthful diet in the Armenian culture and distributed to the fin restaurants and cafés in Yerevan as well (Dolmama, Phoenicia, ArtBridg, The Club, L’Orange, Bravo, Malkhas Jazz Club, Poplavok, Marco Polo, SAS supermarket chain, Mantashov specialty store, etc).
Acknowledgment

To have a rest in relaxing and peaceful atmosphere, to enjoying herbal teas and harvesting the key ingredients in the wild forest from where Ancient Herbals are came from, Armen decide to establish Ancient Herbals Tea tour and Guest House near to his summer home in the heart of Lori region in Odzun.
Welcome!

Bari Galust!

Ancient Herbals
Hostel & Adventure
This charming place situated on a high plateau nears the ravine on the left bank of the river Debed. Villagers say that Odzun’s name means “to consecrate or sanctify”. The valley and canyon are well known for its beauty and concentration of botanicals. Forests the surroundings here are covered with motley carpets of flowers.
Ancient Herbals Hostel

Ancient Herbals Hostel facility has a wonderful location with tree bedrooms for 6 people, comfortable bathroom with shower, big dining room, nice outdoor porch, a private garden patio and an on-site herbal garden and tea room.

To top things off, tea room has nice view and offering the guests an unprecedented vision of the nature.

To the left of you is the well-known Mount. From the heights of the balcony, one can watch the sunset falling on the village, Lalvar Mountain, (which means the flower mountain), and forest. The perfect combination of nature is divine. Early in the morning and in the evening the air becomes twice as clear and very sharp.
When begins to rain you can enjoy how the cotton white clouds gather on Lalvar and how sunset proudly continues to preserve its colors. Silence falls, colors become denser, only the outlines of mountains and clouds embracing each other are visible. Somewhere in the distance a cuckoo continues its call unabated. And every day here is different. It is a fairytale which ends and begins anew. In this place your soul starts to call you “enjoy your time with “Armenian thyme”.

Ancient Herbals Hostel
The Ancient Herbals Tea Adventure provides a wonderful herbal tea feast with village style light lunch as a part of ethno-social gathering and can meet any dietary restriction. You can enjoy natural rural products such as village butter, honey, muraba (sugar canned fruit and berries), fresh eggs and matsun (yogurt), chil panir (special kind of cheese), arachan (sour cream) with home-baked bread and companion with Ancient Herbal teas. Our services will exceed the expectations of our customers.
THANK YOU
&
ENJOY YOUR
ARMENIAN TEA and
ADVENTURE