



NATIONAL SALES MANAGER



ARMEN KHACHATURIAN

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Armen Khachaturian holds a Bachelor of Science degree in Business, with an emphasis in Wine Business Strategies, and has attained the WSET Intermediate Diploma with honors. In addition to being a guest lecturer for both the University of California, Davis and Sonoma State University, Armen is a published author, as well as a segment producer for SOMMTV.com. For more than fifteen years, his passion for fine wine and proven expertise in luxury sales has been evident throughout his career as a wine industry manager.

In the fall of 2020, Armen joined our team as the National Sales Manager. Working closely with each of our Distributors, he is responsible for placing the highly allocated and sought-after Morlet Family Vineyards wines in premier restaurants and specialty wine shops across the country. Armen also oversees the U.S. placements for Pierre Morlet Champagnes imported from Luc's family in France.

Armen is an avid supporter of the hospitality community and loves living in the Napa Valley with his family. He enjoys traveling, both professionally and for pleasure, and can be found cycling or scuba diving in his free time.

Please contact Armen for inquiries regarding wine availability, new releases, and scheduling market visits or virtual staff trainings.

MORLET *Family Vineyards*

'MANICURED VINEYARDS, CLASSICAL WINEMAKING & CREATIVE ARTISANSHIP'

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