

DARMAN HERBAL

PRESS RELEASE | SIAL PARIS 2026

DARMAN Brings Armenia's Wild Herbs to SIAL Paris with a New Whole-Plant Herbal Infusion Experience

Armenian wild herbs, whole-plant infusions and premium gifting come together in DARMAN's new "Moments to Collect" collection.

Yerevan, Armenia — September 2026

DARMAN Herbal, an Armenian producer of premium herbal infusions, will present its distinctive **Whole Plant Herbal Infusion Bouquets** at **SIAL Paris 2026**, introducing visitors to a new way of experiencing herbal tea.

Rooted in Armenia's rich botanical heritage, DARMAN works with carefully selected herbs gathered from the country's mountainous landscapes. Rather than using conventional tea bags filled with fragmented ingredients, DARMAN preserves the **natural form of the plant**, creating herbal bouquets designed to be placed directly into hot water and admired as they infuse.

At SIAL Paris, DARMAN will showcase its latest collection, **"Moments to Collect"** — a premium gifting concept inspired by the idea of collecting memorable moments through nature and taste. The collection combines **whole-plant herbal bouquets with carefully selected freeze-dried fruits**, creating an experience that brings together natural beauty, aroma, flavour and contemporary presentation.

Nature, biodiversity and responsible harvesting

DARMAN's philosophy is closely connected to the preservation of Armenia's botanical diversity. The company works with locally sourced wild herbs and places emphasis on responsible harvesting practices that allow plants to regenerate and help preserve the natural genetic diversity of Armenia's flora.

This commitment to Armenian wild herbs and sustainable harvesting was also highlighted in *Naturschutz heute*, the magazine of NABU (Nature and Biodiversity Conservation Union), in an article dedicated to Armenian wild herbs and DARMAN's work. The publication explored the country's exceptional plant diversity and the importance of responsible approaches to harvesting and cultivation.

From Armenian nature to international markets

Founded in Armenia in 2014, DARMAN develops innovative herbal products inspired by traditional knowledge and the natural richness of the Armenian highlands. Today, the company is expanding its international presence and is seeking partnerships with **premium retailers, gourmet stores, distributors and private-label partners** in Europe, the USA and other international markets.

DARMAN's presence at SIAL Paris offers buyers and industry professionals an opportunity to discover a distinctive Armenian product concept combining **nature, innovation, craftsmanship and premium gifting**.

DISCOVER DARMAN AT SIAL PARIS 2026

17–21 October 2026 | Paris Nord Villepinte, France

Hall 5A | Stand G06

Whole Plant Herbal Infusion Bouquets • Moments to Collect • Wild-Harvested Armenian Herbs • Premium Gifting & Private Label Solutions

DARMAN Herbal | Armenia

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Press & business enquiries welcome. Please visit DARMAN at Hall 5A, Stand G06.