

# WINE PORTFOLIO



**AR-VINEYARDS**  
Where the highlands pour GOLD



# OUR ORIGIN

In 2024, entrepreneur Arun Kumar acquired a historic vineyard estate nestled in the serene highlands of Chiang Rai, Thailand. Captivated by the region's cool-climate terroir, rich soil composition, and misty mountain mornings, he saw in Chiang Rai a unique opportunity — to cultivate grapes that mirror the elegance of Old World wines, yet embody the vibrant spirit of the New Age.

The elevation, sun exposure, and natural irrigation of Chiang Rai give AR Vineyards the perfect balance between innovation and tradition — setting the foundation for a new legacy of Southeast Asian winemaking.





# THE VISIONARY

Arun Kumar, founder of AR Holdings Group, is a technologist, futurist, and global entrepreneur.

With a diverse portfolio spanning blockchain, travel, FMCG, hospitality, and technology, he's known for building brands that disrupt the norm while preserving cultural soul.

His journey with AR Vineyards began as a personal quest — a passion to redefine sophistication and craftsmanship in winemaking. Inspired by the artistry of vintners and the elegance of fine wine, he envisioned a brand that would bottle not just taste, but time, emotion, and terroir.



# OUR PHILOSOPHY

At AR Vineyards, wine is more than a drink  
— it is a story in a bottle. We believe in:

- Honoring terroir by letting nature speak through the grapes
- Minimal intervention winemaking that allows purity and balance
- Blending tradition and technology to craft world-class wines
- Elevating everyday experiences through luxurious, expressive bottles
- Every bottle is our ode to elegance, character, and curiosity.





# SUSTAINABILITY

From vineyard to bottle, AR Vineyards champions responsible luxury:

- Use of organic farming practices and natural composting
- Drip irrigation systems to conserve water
- Glass bottles sourced from recycled materials
- Eco-conscious packaging with minimal carbon footprint
- Support for local Chiang Rai communities through employment and education

Our mission is to craft exceptional wines without compromising the planet we love.





PINOT  
NOIR

RED

VINE

ATTRIBUTE DESCRIPTION

**Grape Varietal:** Pinot Noir

**Flavours:** Black cherry, rose petal,  
earthy spice, touch of clove

**Suggested Pairing:**

Duck, mushroom risotto, aged cheese

**Poured at:** 14–16°C

FRUIT | MEDIUM-HIGH

ALCOHOL | 17% ABV

ACIDITY | MEDIUM-HIGH

TANNINS | SOFT

SWEETNESS | DRY

BODY | LIGHT-MEDIUM



**Bold Elegance. Unbottled**

*Red Vine isn't here to whisper — it walks in,  
pours itself a glass, and owns the room.*

*This Pinot Noir is all about silky texture,  
subtle spice, and a little dram  
(the good kind).*

*Crafted for late-night conversations  
unexpected poetry, and that confident smirk  
you didn't know you had.*

*Red Vine. Let your wine do the flirting.*



# W i t e . V i n e .

## ATTRIBUTE DESCRIPTION

**Grape Varietal:** Sauvignon Blanc

**Flavours:** Lime zest, green apple, elderflower, wet stone

**Suggested Pairing:** Goat cheese salad, sushi, Thai green curry

**Poured at:** 8–10°C

FRUIT | HIGHT

ALCOHOL | 17% ABV

ACIDITY | HIGH

TANNINS | NONE

SWEETNESS | DRY

BODY | LIGHT



**SAUVIGNON BLANC**  
**Fresh, Fun & A Little Flirtatious**

*Wite Vine is summer in a bottle,  
even when it's snowing.*

*Tropical on the nose, zesty on the tongue  
— it's your favorite playlist,  
your beachy escape, your classy best  
friend with a wild streak.*

*Perfect for sun-drenched afternoons,  
balcony brunches, and laughing way too loud.  
Wite Vine. Keep it crisp, keep it clever.*



# CHARDONNAY

## ATTRIBUTE DESCRIPTION

**Grape Varietal:** Cabernet Sauvignon

**Flavours:** Blackberry, plum,  
tobacco leaf, dark chocolate

**Suggested Pairing:** Grilled steak,  
smoked brisket, sharp cheddar

**Poured at:** 16–18°C

FRUIT | HIGHT

ALCOHOL | 17% ABV

ACIDITY | MEDIUM

TANNINS | FIRM

SWEETNESS | DRY

BODY | FULL



**CABERNET SAUVIGNON**  
**Deep Character. No Apology**

*This one doesn't play by the rules  
— and neither should you.  
Rich, bold, and beautifully layered,  
our Cabernet Sauvignon brings  
full-bodied confidence with just enough  
mystery to keep things interesting.  
It's the one you open when the night  
gets serious... or seriously fun.  
Chardonnay. Power meets personality.*



# AR VINI YARDS

## ATTRIBUTE DESCRIPTION

**Grape Varietal:** Proprietary Blend  
(Cabernet, Merlot, Syrah)

**Flavours:** Blackcurrant, fig,  
vanilla oak, highland herbs

**Suggested Pairing:** Lamb roast,  
truffle pasta, dark chocolate tart

**Poured at:** 16°C

FRUIT | HIGHT

TANNINS | SMOOTH-FIRM

ACIDITY | MEDIUM-HIGH

ALCOHOL | 17% ABV

SWEETNESS | OFF-DRY

BODY | FULL



**PREMIUM BLEND**  
Where the Highlands Pour Gold

*Reserved for those who know the difference  
between good and unforgettable.*

*This premium blend is smooth, sophisticated,  
and unapologetically bold—  
aged to perfection in both flavor and attitude.  
Whether you're closing deals or opening hearts,  
this is the bottle that says: "I've arrived."*

*AR Vineyards Reserve. Crafted for the crown,  
poured for the chosen.*



# VISIT US



AR-VINEYARDS

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