

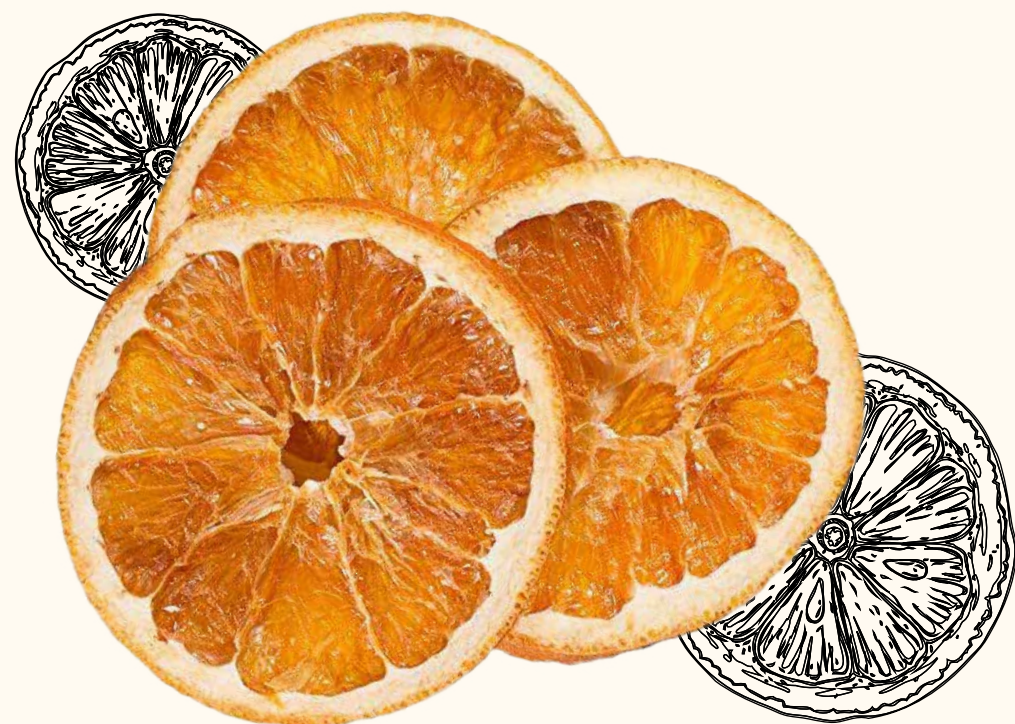


A House of Refined Fruit Experiences

Where Nature is Refined into Art

At Cheer, fruit transcends its natural form, becoming a quiet expression of elegance shaped through taste, texture, and visual poetry.

Each creation is composed with intention, unfolding as a sensory journey where the eyes are captured first, the aroma gently follows, and the final impression lingers far beyond the moment.



Sourced from the world's most exceptional landscapes, from Asia's sun drenched tropics to Armenia's time honored orchards, every element reflects a legacy of origin, purity, and artisanal care.

Through a collection of over 80 refined creations, Cheer invites a new perspective, one where fruit is no longer simply enjoyed, but experienced.





The Origin of Cheer

Before Cheer took form as a brand, it existed as a moment of clarity.

A quiet understanding that even the simplest elements of nature, when approached with intention, reverence, and artistry, can unfold into something truly exceptional.

Rooted in the rich legacy of Armenian fruit culture, and shaped within the refined, ever evolving landscape of the United Arab Emirates, Cheer emerged where heritage meets modern sophistication.

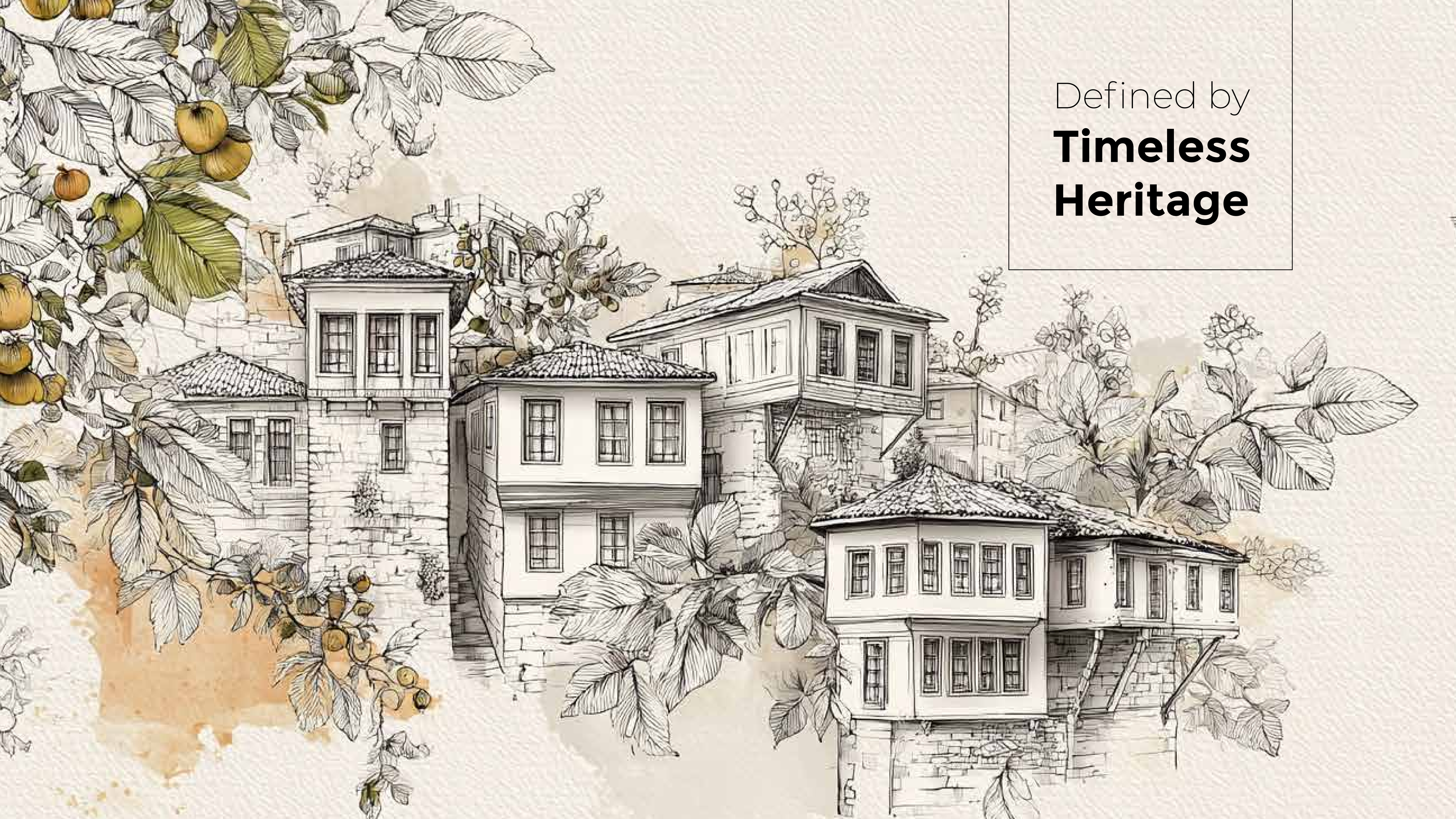


From its inception, the ambition was never to follow an existing path, but to create one.

To transform the familiar into something rare, and to reveal a level of refinement that feels both distinctive and unforgettable.



Defined by
**Timeless
Heritage**



True refinement is born at the very beginning, long before creation takes shape.

At Cheer, every piece traces back to its origin, to landscapes where nature reveals itself in its most pristine and expressive form.

Our selections are drawn from regions celebrated not only for their quality, but for their identity:

Asia: Sun drenched terrains offering vibrant tropical fruits, rich in depth and vitality

Armenia: Timeless orchards yielding heritage varieties defined by richness, character, and tradition.

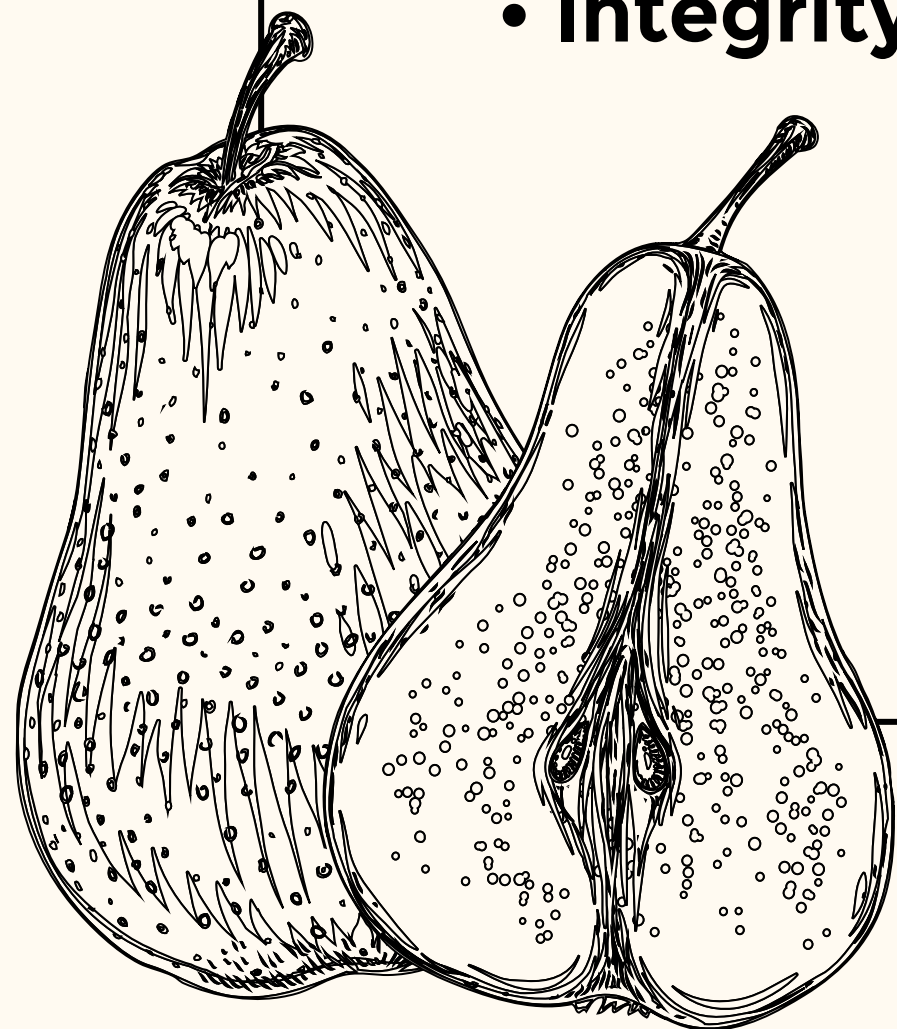
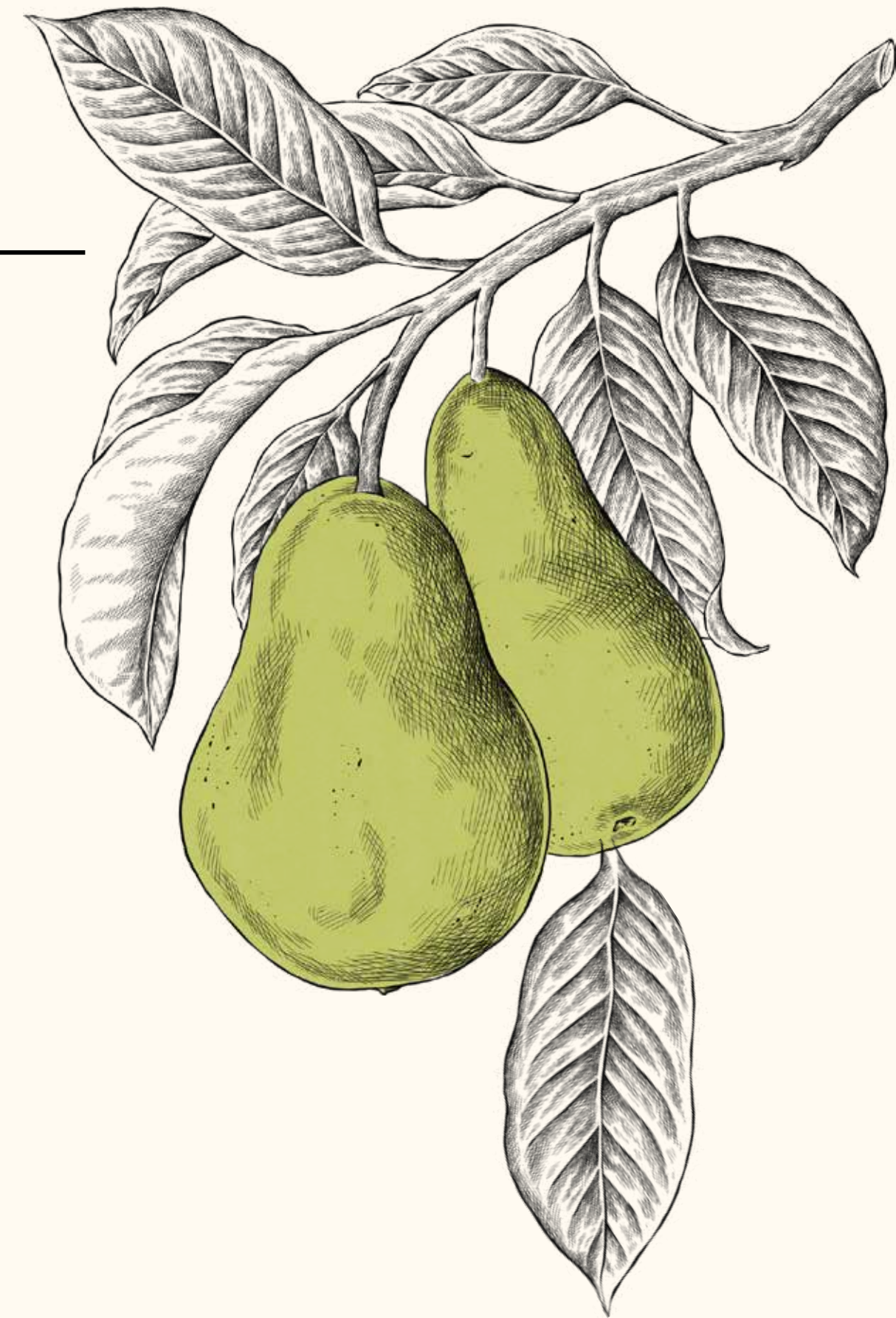


Through advanced preservation methods from gentle natural drying to precision controlled freeze drying and semi drying, we do not transform what nature provides; we unveil it.

Allowing each element to reach its fullest expression:

- **Flavor**, intensified and beautifully layered
- **Texture**, refined to a delicate balance
- **Color**, vivid and naturally luminous
- **Integrity**, preserved in its purest nutritional form

What emerges is not a processed product, but a heightened encounter with nature itself, thoughtfully refined into its most elegant expression.



A collection conceived for those who recognize refinement in its most subtle expressions, where every detail is quietly intentional and deeply considered.

Each category within Cheer is carefully developed to offer a distinct experience:

- **Signature Dried Fruits**
- **Semi Dried Creations**
- **Freeze Dried Selections**
- **Artisan Fruit Chips**
- **Armenian Sujukh & Sujukh Bites**
- **Freeze Dried Ice Cream**
- **Innovative Fruit Concepts**
- **No Added Sugar Collections**

From tropical Asian fruits to Armenian heritage varieties, every piece is composed with intention balancing simplicity with sophistication.



The Art of Gifting, a moment that lingers

Gifting becomes a quiet expression of discernment, where taste, identity, and the finest details come together in a gesture shaped with intention and grace.

Each collection is thoughtfully composed to feel seamless and complete, where form, arrangement, and presentation come together in quiet harmony, creating an experience that begins long before the first taste.

Designed for settings where expectations are elevated:

- Luxury hotels and resorts
- Distinguished corporate gifting
- Premium retail environments
- Curated, intimate occasions

Because the true essence of a gift is not only in how it is enjoyed, but in how it is felt the very instant it is revealed.





Sustainable Elegance

Luxury in its truest form, is no longer defined solely by what is seen, but by what it represents.

At Cheer, refinement is inseparable from responsibility, a philosophy that guides every choice, from sourcing to presentation.



We partner with artisans and creators who share this vision:

DesertBoard (UAE)

- Packaging shaped from natural palm leaves, where sustainability meets understated beauty
- Thoughtfully eco-conscious
- Naturally antibacterial
- Rooted in local craftsmanship

Sabounjian

A legacy of over eight decades in refined packaging, where tradition and precision converge

Every element is approached with intention, ensuring that elegance is not only experienced, but aligned with a more conscious and enduring future.

Our Values

What defines Cheer is not only what we create but how we choose to create it.

Quality

A commitment to excellence that is visible in every detail.

Innovation

A constant pursuit of new ways to elevate a familiar experience.

Sustainability

A responsibility toward nature that shapes every decision.

Authenticity

A respect for the true essence of fruit never compromised.



The Founder

Where most people saw fruit as something simple, familiar, and everyday, **Sevag Kokan** saw it in another dimension. He saw artistry, heritage, and untapped luxury.

Raised within the richness of Armenian fruit culture, he grew up understanding fruit not simply as nourishment, but as memory, identity, and craftsmanship.

The taste, the texture, the ritual of preserving it all left a lasting imprint on how he understood quality: not as something to be manufactured, but as something to be respected, preserved, and elevated.



After more than 22 years in the UAE, especially in Abu Dhabi, Sevag found himself in a world that values refinement, detail, and exceptional presentation. Between the authenticity of his Armenian roots and the sophistication of the modern Middle East, a vision emerged.

He saw what others did not: the possibility of transforming dried fruits into a high end experience. Not just a product, but a statement. Not just something to consume, but something to admire, gift, and savor.

Cheer is the realization of that vision.

A luxury brand born from the vision of a man who saw luxury hidden in nature's simplest treasures.

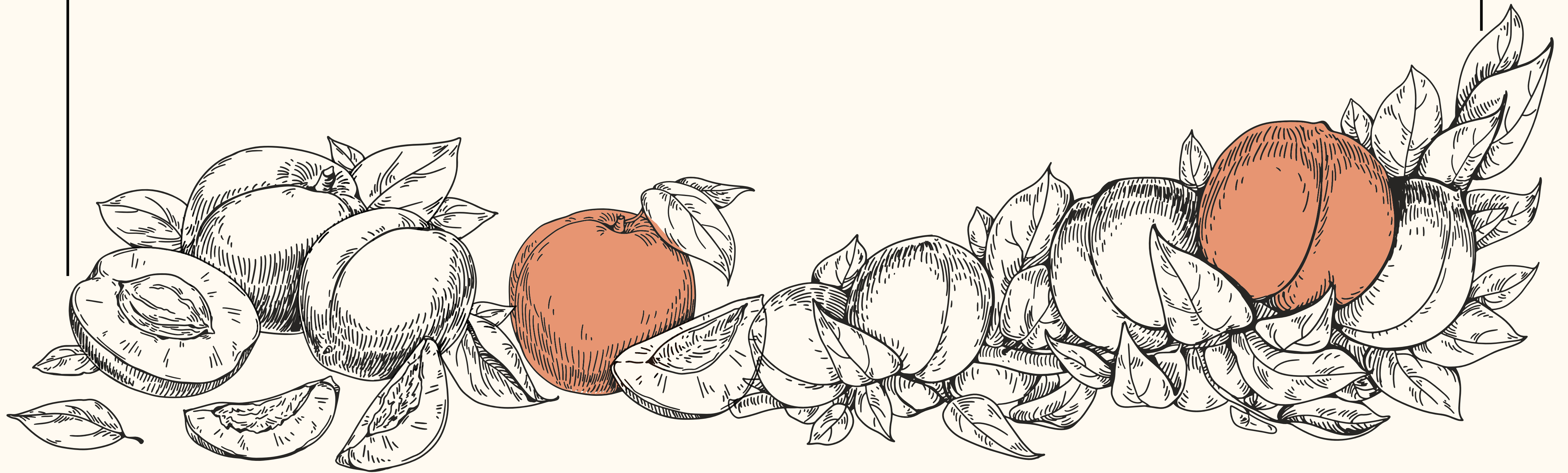


Strategy In Action

Recognized across the United Arab Emirates, the Middle East, and select international markets as a global reference in refined fruit experiences, where distinction is defined by depth, elegance, and enduring excellence.

Our Aspiration

To transform fruit into a refined sensory expression, guided by origin, craftsmanship, and elegant presentation and to reveal beauty within simplicity, creating moments that linger, felt as much as they are experienced.





A Partnership in Refinement

We collaborate with those who perceive the true essence of a brand, where craftsmanship is not merely appreciated, but understood as a language of identity and distinction.

Through carefully orchestrated presentations and bespoke gifting compositions, Cheer becomes a seamless extension of environments shaped by taste, precision, and quiet sophistication, where excellence is felt long before it is defined.

To introduce Cheer is to elevate what is offered into something more deliberate, more expressive, and inherently memorable.

Because every detail you present leaves an imprint, shaping perception with subtlety, and remaining long after the moment has passed.





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