

Nougatini History & Opportunity

"Since 1968 Nougatini has been transforming the chocolate business into an art of Form, Flavor, Variety and Elegance. Synonymous with chocolate making excellence, Nougatini combines quality with the finest ingredients to create a passionate new concept of chocolate lifestyle."

Nougatini has been established since 1968 by the founder of the brand Kamal Barrage. The Barrage family established a reputable name in the making of chocolate since the fifties. "Bafka, Caffarel, President" were a few names in the leading manufactures of chocolate back then in Lebanon. With his brother Kamal Barrage covered the Lebanese market for distributing raw chocolate and opened as well an upscale salon de the "Patisserie Suisse" in Bab-Driss in downtown Beirut. They were the talk of the town for their famous chocolate "mou".

Late 1968, Kamal Barrage created his own brand name "Nougatini" for handmade high quality chocolate. He opened the same year his store in the busy district of "Hamra" famous for it's café's, hotel's, AUB campus. During the Lebanese war, The Barrage Family moved to UK to relocate in England, London.

The "Nougatini" store opened in late 1988 in the heart of the prestigious Kensington close to the Royal family palace. After the death of the founder, the Barrage daughter's run the business successfully. Karima, in the making and Rima, in the sales of the chocolate. The Kensington store lasted for 8 years and established exclusive clientele including the Royal family of Jordan, the late Princess Diana, Sheika Mosa of Qatar among others... as well as the rich and famous in the Arab community.

In 1993, the Barrage daughters decided to return home and refurbished their store in the Hamra district to its past glory. To the delight of their clientele, Karima introduced her "apprenticing" and skilful knowledge, she acquired during her studies in Belgium by launching the unwrapped chocolate range and the confisere section. Since then the shop has done greatly and now has been rated number one in the quality, design and artisanal work.

Our product are fresh, organic, handmade, to suit the connoisseur in the chocolate world. Our store carry a wide range of sugar-free chocolate, bonbons for wedding and newborn as well as a unique style in designing baskets, porcelain plates, vases , gifts items for Christmas, New Year, Valentine, Ramadan, Adha, Easter and other holiday seasons.

Believing that their products are missing in potential and booming markets, Nougatini started expanding internationally, beginning 2008; a first shop is open in Abu Dhabi UAE, a second one in now open in Achrafieh Lebanon. Intending to expand in the rest of GCC and Middle Eastern countries, as well as Europe and the United States, aiming to transform Nougatini shops into a place where one can indulge in the refine chocolate world through a traditional yet innovative concept combining Superior Quality and Style.

