

KASSATLY CHTAURA CORPORATE WEBSITE

THE BRAND

Kassatly Chtaura was established in 1974 by present CEO Akram Kassatly. Armed with a degree in winemaking from Dijon, France, Akram dreamed of following in his father's footsteps* and producing a wine of his very own. Fate had other plans for him however, and the civil war led him to postpone his winery and go on to make a range of other products instead. A turn of events which was anything but unfortunate considering the success and repute Kassatly Chtaura enjoys today.

Built on family legacy, market innovation and know-how, the company expended its product range to include a wide variety of well-loved food and beverage goods. Its concentrated syrups became a hit in 1980 and two years later so did its liqueurs.

The brand continued to pioneer its way forward, seizing every opportunity that lay in its path. During the new millennium, Kassatly Chtaura released a refreshing, ready-to-drink, vodka beverage. Buzz eventually became the toast of the town. A year later, the company engineered a new market breakthrough with the introduction of another trendsetting, this time non-alcoholic fizzy drink called Freez.

And in 2005, Akram Kassatly's long-standing dream finally came true with the birth of the wine, Château Ka.

If facts and figures are anything to go by, history is bound to repeat itself and Kassatly Chtaura is sure to surprise us with exciting new products in the future.

*Nicolas Kassatly founded St. Nicolas wine back in 1919.

BRANDS

Kassatly Chtaura Syrups

Kassatly Chtaura's jallab was the very first bottled jallab around and that was back in 1977! The sweet drink is not just a favourite during Ramadan,

but a flavourful, refreshing drink all year round. Along with our other available flavors, you have the chance to be spoiled for choice.

Kassatly Chtaura Liqueurs

Who does not recall the catchy jingle, "Kassatly Chtaura, liqueur, liqueur, liqueur moi"? The advert helped to point out the merits of a fine selection of sweet liqueurs, which later came to include cream liqueurs such as Irish Cream.

Kassatly Chtaura Juices

Orange, apple, tomato, mango, cocktail... what have you, the brand has it all. And since Kassatly Fruitastic, the colourful range of smoothies was introduced in 1998, Kassatly Chtaura truly has every cocktail preference covered!

BUZZ

It didn't take long for this trendy vodka-based drink to become the BUZZ of the town! And today, this deliciously refreshing beverage is also available in its energy drink version, BUZZ ENERGY.

FREEZ

FREEZ is absolutely alcohol free. At the time when it was launched, the region called for a trendy and refreshing, non-alcoholic drink. FREEZ was it!

FREEZ ENERGY later came to complement its counterpart.

Château Ka

After 30 years in the making, the Château Ka dream was Akram Kassatly's Christmas 2005 gift to himself and the general public. With its bold flavour and subtle notes, this fine young wine is enjoyed in Lebanon, France and the UK.

BROOD

BROOD is a new breed of non-alcoholic malt beer. It's both tasty and refreshing. Everything you could ask for in a beer. So next time you're at the supermarket, don't brood over which beer to get, reach for BROOD and enjoy its refreshing breeze.