



❖ Keep Safe, Keep Strong & Let's Imagine ❖

At Massaya, our experience with numerous crises has taught us that the best remedy to a clogged situation is a dose of imagination and a plan of action. So let's take a leap and imagine together the wine world in a post Covid 19 landscape:

The Coronavirus pandemic and social distancing measures have reinforced basic human manners such as family cocooning, genuine caring, and authentic human bonding. **Time has taken on a new meaning for many people. We have been forced to adopt self sustainable measures:** how to cut our own hair, make our own bread, fix our house, grow our own vegetables etc... The return to a more human production and natural farming may soon become the norm! Perhaps we will see an end to the disproportionate sprayings- too often found in vineyards- that end up eradicating all kind of life from the soils. In a post Covid-19 landscape, "industrial wines" whose labels emerge from nowhere without any consideration or connection to terroir, may suffer.

At Massaya Winery, we have long practiced what many people label as "**natural winemaking**." We adhere to principles of dry farming, we use neither pesticides nor fertilizers on our vines, we bottle wines without filtration, we avoid using dry yeast to ferment our grapes, and we even respect the moon cycles when deciding the time to plant, prune, bottle. In short, as far as we are concerned, these "natural wine" practices are our credo and **we wish to see a future where all labels adhere to the same practices, not just an opaque marketing label.**

Subsequently, we imagine a world where wine consumers understand and recognize the value of this process, and willingly vet labels of wine at local stores or on screens

before purchasing them. The challenge will be figuring out a way to engage our consumers and build relationships through online activity, not just face-to-face interactions. It would be hypocritical of us to advocate sustainability/ eco-friendly practices in our vineyards and at the same time, jump on a plane every week to take part in a wine tasting or a wine dinner on the other side of the globe. Moreover, in a post-covid world, restrictions on travel are a given.



As a winery eager to promote our labels around the world, how do we navigate this post-Covid world? We believe it is time for Massaya to leave our comfort zone, embrace new technologies and accept to use screens to create direct connections with our wine loving circles. To launch this new direction, **we will host our first virtual Arak Workshop- from our vineyard in the Beqaa straight into your homes.** For the last twenty years, our popular Arak Workshop day was an opportunity to demonstrate how to make arak, alongside a tasting and traditional Lebanese meal. **This year, our virtual event will have a surprise musical twist... stay tuned!**

In the coming years, we will seek to find a balance between online engagement and our physical presence. We will remain akin of the trends on the other side of the planet, yet local in our hearts. Technology may allow us to do many things remotely, but it will never compete with a good glass of wine- for as Benjamin Franklin wrote “The discovery of a wine is of greater moment than the discovery of a constellation. The universe is too full of stars.”



✦ Life Carries on:

Two Weddings during Corona Virus ✦



Nothing stops love, not even coronavirus. Two of our staff members decided to challenge the odds and to maintain their wedding plans:

Ramzi Moughrabé & Layal Ghannam

Ahmad Ismaïl & Ivana Akachi

Congratulations to the newlyweds for taking the bow and following their instincts. We wish them Health and Happiness!

✦ **Grafting with the Moon** ✦



Since 1998, in accordance with our French partners the Brunier and the Herbard, expanding the vineyards has been Massaya's top priority. To plant sustainable vines, you need to make sure that the rootstock is phylloxera resistant. At the early stage of Massaya, we imported insect resistant, grafted vines directly from France. But with time and experience, we realized that the locally grafted vines are more suitable for our terroir and conditions so since 2005 we gradually developed our expertise and we often now rely on grafting.

We start with phylloxera resistant rootstocks, wait between 2 and 3 years to make sure the roots are well developed, and then we graft onto the proper cépage. This grafting is tricky and requires special expertise and skills.

There are lots of technics and schools; each country, each region has its own style ... We are glade this year to graft Clairette in Haddath Baalbeck and in the region of Faqra as well as Tempranillo in Tanail ... Of course, to increase the chances of success we try to synchronize this grafting with the moon cycle. Ascending moon is recommended!!

APRIL SCHEDULE

Massaya Boutiques: Safe home
deliveries from Monday till Friday

Fireplace & SunsetBar:
Temporarily closed until further notice

Massaya wines and arak inquiries:
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