



❖ Resurrection, Restart, Reboot, Metamorphoses ... ❖

Regardless of religion and faith beliefs, spring rhymes with resurrection.

This year this resurrection takes a special meaning as we are in the mode of resurrecting our normal lives.

A life when we could shake hands and kiss cheeks, a life where we could gather and interact with loved ones, a life where meetings and movie theater punctuated our routine... we all miss the noise of bars, the waiter blundering, the custom checks, and the airport delays...

In Lebanon, we are faithful believers of resurrection as we all have in our mind

the songs of Feyrouz, the scenery of Air Liban postcards, the music of Baalbeck festival, the beaches of Saint Simon, and the ski competitions with international participants, the paintings of orientalist novelists... Despite all the turmoil we are going through right now, we believe that the resurrection of the Paris of the middle east is still possible and the vibrant youth and its dynamic creativity is the best example of this confidence. Our optimism takes root not only in our natural environments such as the resilient olive tree, the majestic cedar, or the robust juniper tree but throughout our history we defied all kinds of threats and managed to not only live but to rebound.



Metamorphoses through resurrection are at the essence of vine lives, continuous life is against the philosophy of nature. Vines go every year from a luscious vigorous bush to a dormant log rooted in the soil. You have this major interruption of winter before the reboot of spring.

The same applies to winemaking as resurrection is the normal crafting cycle. Keeping our ears, eyes, noses, and curiosity on alert is the fundamental experimentation that feeds our improvements. As the yearly restart takes into consideration all the experience accumulated, the tastings, the comments, the maturity, the inspiration, and above all the observations.

As an example, this year I am taking the risk of not plowing the soil in certain vineyards. This goes against the traditional wisdom that urges to plow the soil neatly by making sure the field is manicured and clean.



Of course, weed can compete on the hydric and nutriments resources available in the vineyards. So, this technic is not valid for vineyards that are poor on nutriments or scarce in the water supply. Our key issue in Lebanon is the very long period of drought in summer and the high temperatures under direct sun. Keeping weed between the vines will protect the humidity from evaporating and will shield the soil from scorching sunrays... On lucky days the weed will turn into humidity traps in the days of dew, mainly in spring and from the 15th of August onwards...

But the real benefits are also the protection of the life in the soil, snails, snakes, and worms.... that could be disturbed with plowing. So all this is the fruit of observations, info sharing.... This is how we gradually try to improve the results through restarts and reboots, metamorphoses but rarely blunt resurrections.



❖ A Ground Zero Tote Bag ❖



Massaya has been versed into environmentally friendly programs from the beginning as the beauty of Lebanon's nature inspired our philosophy since the 90's.

For us, plastic is an enemy, and we are outraged by the plastic bag invasion of our daily lives and landscapes. So, we pioneered recycling and reusable containers within our company. But we needed our team and guests to proudly boasts the Massaya colors, and we decided to make tote bags since 2004. In 2019 @casabeythome designed the latest version and printed them at a workshop situated next to Beirut's blast scene.

We are very proud to have reedited them at the same printing shop in Mar Michaël. So, the sketches of Massaya life in Faqra and Tanail have been proudly reproduced in the heart of recovering Beirut and are ready to take your arm this summer.

The blow that does not break you makes you stronger.

✦ Blue Timing ✦



When my brother, Sami, called me to his office and shared with me his new project I was completely taken by surprise and did not know what to answer.

I left the office speechless, like a teenager filled with emotions in front of a beautiful lady. I was seduced by the lines and charms of this blue bottle, a very sexy model that is massive, masculine and yet holds such elegance.

Now after almost 30 years of experience, the quality of our craft has reached new peaks with the finest of ingredients available (grapes and aniseeds). To honor our spirits, we decided to release a limited bottle edition engraved with Massaya Arak. Launching this daring new magnum reconciles us with our ambitions to perpetuate the beautiful Lebanon we believe in.

Cheers to this summer!

MAY SCHEDULE

MASSAYA BOUTIQUES:
Safe home deliveries from Monday till Friday

FIREPLACE TERRACE:

Daily winery tours and tastings, 10:00-17:00pm
Temporarily closed until further notice

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