



✦Seekers of Happiness✦

Harvest is here, like a well-adjusted clock, the vine progresses, indifferent to the geopolitical, financial, and moral situations. Nothing disturbs that well-oiled clock.

Indeed, in Lebanon, us winegrowers are very lucky. During the vegetative cycle, we have the precious luxury of not worrying about the weather! We can wear our t-shirts every day without checking the weather forecasts.

For the moment, we have done two organic treatments, and several “purrin” are being prepared to accompany the vegetative cycle... The vine is progressing in an encouraging way since we observe no stress nor diseases. Our spring irrigation efforts in regions that are too arid seem to bear fruits, and in very humid vineyards, the use of the Faca roller to replace plowing between the rows should help to adapt to climate change.



We must consider increasing green manures for the next season. However, for the moment, things are taking their course, and finally, the pandemic is behind us since we were able to have an extended face to face with the Bruniers to discuss the wines and the priorities to come.

Twenty years of experience in Lebanon as well as individual experimental adventures allow us to have inspiring and motivating discussions. I must admit that through those meetings, I sometimes swallow my hat! Indeed, the myth of the brilliant winemaker who succeeds at every vintage across all labels is long gone at Massaya. Cold showers are part of my job! All it takes is two or three vats qualified as NTD *“Nothing to Declare”*, and fast enough, those vats become taut sticks that my dear fellow associates will use to remind me of the requirements to constantly improve quality. At Massaya complacency is not part of our philosophy.



These meetings are in fact a most motivating research and strategy incubators. Massaya must progress despite the challenges. And for this to happen, like novice vine growers, we are constantly looking for inspiration to improve the wines of Lebanon.

Our complicity and our accumulated experiences allow a frank speech and an inestimable freedom of action to finally seek happiness! Yes, we are happiness seekers.

The happiness of our teams after the financial and social meltdown, the happiness of the vines, struggling in an environment that has been ransacked by our civilization, and finally, the happiness of the taste buds of our guests and customers enjoying every Massaya bottle.

Seekers of happiness, what a beautiful job title. Since the dawn of time, Lebanon has been the absolute country for a worry-free vineyard, and now that the telephone network is constantly interrupting, working in the vineyard is no longer a job, but rather a Yoga session!

Jokes aside, what nature gives us with one hand, humans take it away with the other. The land of the Cedars suffers in its deepest soul from the shortage of products as essential as electricity, fuel and bread..., but on the other hand, maybe we are forcible creating the carbon-free society that many, dream of! Electric panels replacing red tiles, tuk-tuk supplanting big cars and legendary human solidarity countering infrastructure deficiencies. Let us not forget

recycling, which has become a pragmatic source of income. Once again, crises are humanity engines...



August SCHEDULE

MASSAYA TANAÏL:

Winery tours, boutique and tastings

Monday to Friday: 8:00am - 2:30pm

Saturday: 8:00am - 12:00pm

MASSAYA FAQRA

Daily winery tours, boutique and tastings, 10:00am - 10:00pm

RESTAURANTS - THE GATHERING:

Everyday lunch and dinner

Massaya wines and arak inquiries:

marketing@massaya.com

massaya.com

Hospitality inquiries:

+961 71 712 612



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