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Massaya newsletter, April 2024



❖ The enduring Climate Challenges ❖

Adjusting to climate challenges should be prepared well ahead as resorting to systematic watering is the easy solution that we try to evade as it dilutes the grapes and terroir characteristics.

When we began the development of Massaya Faqra on Mount Lebanon in 2008, we were also attracted by the natural water reservoir of Mount Lebanon. Beyond the snow, water is more abundant at the summits since the soil is very clayey and absorbs winter humidity and makes it available to vegetation during the summer period. The cellar for the vinification of our white wines perched at 1700 m altitude is the emerging part of our decision. Indeed, the construction was accompanied by the transfer of numerous vineyards to the region on the slopes of Mount Lebanon, moreover, we ended up blending certain red vintages from the region under the Terrasses de Baalbek label.

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Along this partial, nevertheless definitive, transhumance, we looked for grape varieties to support climate change. We have favored grape varieties adapted to long dry periods such as Grenache, Clairette etc. All things considered, the typicity of the "sun" grape varieties blends better with our cuisine, whether it comes from the Mediterranean or our hinterland traditions.

The launch of a new range around 2012 with LeColombier, Terrasses de Baalbek and Cap Est was also part of this focusing on climate change and its impact on terroirs.

Our agricultural practices were also adjusted, favoring living soils and limited spraying while deep plowing and systematic spraying often rendered the soil sterile. In certain regions we watered in February and March to supplement the vineyard water reserves without having to draw deep into the water tables during the summer period.

Respecting seasons has concerned us for many years, for instance, we have always stopped the distillation campaign for our blue bottled arak on May 1st during an open day that we call the arak workshops. Since we considered that drawing water for the distillery beyond this date, not only depleted our reserves, but also altered our high standards as well water is of lower quality.

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This year, we will be bottling the arak mainly between winter and spring! This means that our production of arak for the 2022 vintage will be even more exclusive than usual, and that we risk not reaching our usual 60,000liters.

Climate change is not just a question of solar panels and electric cars, but about profound changes with varied ramifications that sharply impact our daily lives. To find out more, come on May 1st for the open day at Massaya Tanaïl!

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PS: If you live abroad follow us on @massayalebanon. If you are fortunate enough to live in Lebanon, @Visitmassaya is the account we recommend you follow.



SUMMER 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,
from 10:00 am to 6:00 pm
RESTAURANT- THE GATHERING FAQRA
Lunch and dinner weekend

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