





# VISION

to become a global, vertically and horizontally integrated institution in the alcohol, alcoholic beverages, wines and natural vinegar fields.



#### MISSION

to be a value creator with no compromise on quality.



#### GOAL

to grow and become a leader and a trend setter in the local market.



### STRATEGY

to commercialize its production in bulk to manufacturers in the same field and to bottle its own brands as well as private labels.



## TARGET

to commercialize its production in bulk to manufacturers in the same field and to bottle its own brands as well as private labels.

## A BRIEF SUMMARY ABOUT US



Nader Distilleries Company is a leader in Lebanon in the distillation of ethyl alcohol and alcoholic beverages such as arak, whisky, vodka, gin and brandy. It owns and operates two distilleries, a winery, a factory for natural wine and cider vinegar and a bottling haul. (Factory premises; 15,000 m2, 3 bottling lines; total capacity around 7,000 cases/day)

The company was founded in the early 1950s by the son of an artisan wine maker and arak distiller. Lately, the fourth generation has been joining the family company which has grown to become a major player in the above-mentioned fields.

In addition to selling all above-mentioned products in bulk to other producers, Nader Distilleries Company also bottles its own brands as well as private labels for others.

Besides being a manufacturer catering for the national and international markets, Nader Distilleries Co. has become an importer and a trader of similar goods.

### THE COMPANY'S MARKETS

The company has exported its production thru times to around 30 different countries, among which, The USA, Canada, France, Germany, Cyprus, Bulgaria, Romania, Georgia, Russia, Hong Kong, Iraq, Syria, Jordan, Saudi Arabia, the UAE and several other African countries. It still caters to some of them mainly Iraq, Nigeria, The USA, Canada and Germany.



At present, the company is interested in expanding its exports by entering different new markets.

# A CONCISE HISTORY UP TO MYSTIC GROVE GIN



**Nader Distilleries Co.**, located in the high mountains of Mount Lebanon, was founded back in 1950 and was then dedicated to the production of alcoholic beverages. Twenty years later, the company grew to a certain extent it decided to diversify.



In 1970, the company invested in a distillery of ethyl alcohol. The extra neutral alcohol was destined to be sold to different industries such as the pharmaceuticals, the cosmetics, the detergents and the alcoholic beverages industries.





In 1986, the company invested in a new bottling haul to increase the production capacity of its range of products, mainly the vodka, the whisky and the gin. It benefited from the synergy effect to grow at a faster rate. The increasing sales dragged an increased production. The latter naturally lead to an ever-improving experience and hence, to enhanced products.



In 1999, the company invested in a winery and later on in a vinegar production unit produced from local apples and grapes in view of realizing what it had planned for in becoming a large active player in the field. The vertical integration of the company allowed its alcoholic beverages section to benefit from the quality of its extra neutral alcohol distilled thru Coffee distillation columns and also from its pot stills for its eau de vie production.





In 2018, the company invested in a vapor infused distillation unit for its gin production to gently extract the best out of a careful selection of local and imported botanicals. This ensured the uniqueness of its gin from both the process and the ingredients sides. However, what remains certain is that without the long years of experience, the end result would have been different.