

# KASSATLY CHTAURA

## BEER SECTOR

**Kassatly Chtaura SAL**  
Nahr El Mott, Beirut, Lebanon

Smiflexi SK 400 F shrinkwrapper



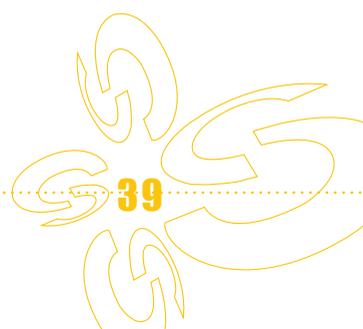
GEO LOCATION



**B**eirut attracts, engrosses and surprises you, thanks both to its centuries-old history, which hardly goes unnoticed, and an exceptional urban setting which earned the city the nickname of "Paris of the Middle East". The ongoing reconstruction of the city over the years has resulted in a fascinating fusion between modern and ancient buildings, bearing witness to the exceptional path undertaken by this city in over 5,000 years of history. Visiting Beirut is like traveling to a multifaceted microcosm, where a Christian church stands next to a mosque and where, after crossing a narrow millennial lane, you suddenly end up on a modern avenue full of trendy shops. Beirut is considered one of the most important cultural capitals of the entire Middle East and in 1999 was named the "capital of Arab culture". With nearly 2 million inhabitants, Beirut is an international metropolis, both in practice and in the collective imagination of the whole West, hosting universities, museums, cultural centers, art galleries and festivals, and is an important financial and commercial center of the Near East. It was precisely thinking of the dynamism and vivacity of this city that Kassatly Chtaura SAL, leader in Lebanon for the production of alcoholic beverages, launched a new product called "Beirut Beer", sold in packs of six 0.25 liter and 0.5 liter glass bottles, packaged in film only by a Smiflexi SK 400 F shrinkwrapper. This machine is to be added to the



other numerous automatic packers provided by SMI to the Lebanese company since 1997, reflecting the strong technical and commercial collaboration between these two companies.



# BEIRUT ◆ BEER ◆

## A BEER CREATED TO AMAZE

When the new Beirut Beer appeared on the market in July 2014, it surprisingly attracted everyone's attention thanks to its appealing image and a massive advertising campaign that aroused much interest.

This beer stands out for its light color, light taste and a slightly bitter but pleasant aftertaste.

In fact, with the launch of this new beer and renowned for producing alcoholic beverages, Kassatly Chtaura SAL wanted to express its commitment to excellence embodied in the motto



"Commitment to Excellence" on the bottle's label.

The entire Beirut Beer production process was studied in great detail, in order to be able to easily adapt to the changing demands of local consumers.

With a total investment of about US\$13 million, Kassatly Chtaura has seized this new challenge, aimed to increase the per capita consumption of Lebanese beer both on the domestic and international markets.



## A COMPANY'S SUCCESS LOCKED UP IN A GREEN BOTTLE

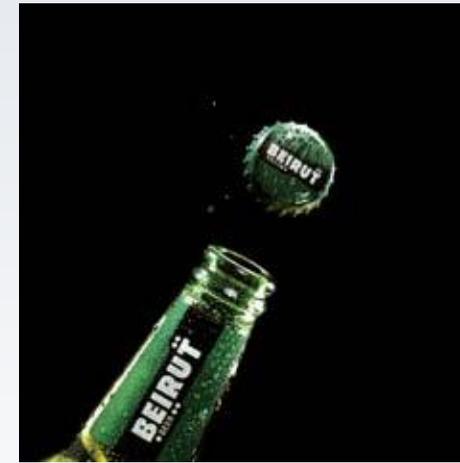
The Kassatly family, owners of the company bearing their name, markets many alcoholic beverages such as those branded Freez and Buzz and worked hard, down to the smallest detail, to launch its new Beirut Beer, born from a recipe based on four simple, wholesome ingredients: water, malt, hops and yeast.

The commitment lavished upon creating this new product is now locked up in a green, beautifully designed bottle, with a background image that depicts the ancient Lebanese tiles used in the old houses of Beirut.

The word Beirut of the brand is depicted on the body of the bottle with a 'T' surmounted by two points, reflecting the 't' of the Arabic alphabet.

In its new plant, which produces 200,000 hectoliters of beer per year, the Lebanese company has installed the best technology available on the market, a sign of how everything they do at this company is based on the exasperated search for quality and strictly selected raw materials and the systematic use of the best production techniques.

The result: a very modern 2,000 m<sup>2</sup> plant located in the town of Chtaura, 40 km south of Beirut, in the fertile Bekaa Valley, equipped with cutting-edge machinery installed in a neat and clean working environment.

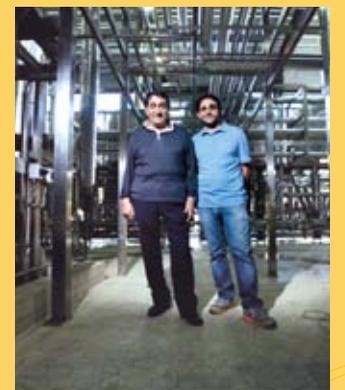


Kassatly Chtaura SAL has also paid particular attention to the ease of use of its products by consumers. To do this, the company chose a Smiflexi SK 400 F shrinkwrapper that packages the Beirut Beer bottles of 250 and 500 ml in convenient packs of 6 pieces.



### Kassatly Chtaura SAL in short

The company's historical roots date back to 1974 when the current CEO, Akram Kassatly, founded a small company dedicated to the production of wine, following the footsteps of his father Nicolas who worked in this field since 1919. Today, after forty years in the business, the name Kassatly Chtaura is linked not only to wine but also to a wide and diversified range of drinks, satisfying the growing number of consumers across the Middle East region. The growth of the Lebanese company was well supported and constant from the very beginning, so much so that it was able to achieve major breakthroughs in just a few years both on the domestic and foreign markets. The product range is now very wide and diverse: syrups, liqueurs, alcoholic and non-alcoholic beverages marketed under the Buzz and Freez brands, recently joined by the Beirut Beer.





# EFFICIENCY, RELIABILITY AND FLEXIBILITY AT THE HIGHEST LEVEL



With a view to offer shrink film packages to the market, Kassatly Chtaura turned to SMI, with which it has been working since 1997, for the supply of a new

Smiflexi SK 400 F shrinkwrapper, capable of producing up to 40 packs per minute. The SK range is suitable for packing many types of containers (bottles, cans, jars and cluster packs)

in film only, cardboard pad + film, cardboard tray only or tray + film. The products to be packaged can be managed by the machine on single, double or triple lanes, depending



From the left: Nayef Kassatly, Kassatly Chtaura Plant Manager, Pierre Anid, Novadim Chief Executive (SMI Agent) and Maurice Rassi, Kassatly Chtaura Technical Manager.





# Novadim food technology

In Lebanon, SMI has been represented for many years by Novadim Food Technology, which ensures fast and efficient local support to numerous customers in the area. Novadim Food Technology has a staff of 6 people, committed to providing not only a commercial service to this industry's companies but also technical support to the more than 200 SMI machines installed in Lebanon, Syria, Kuwait, Bahrain, Qatar, UAE, Oman, Yemen, Ethiopia, Sudan, Uganda and in part of East Africa. Thanks to the professionalism and experience gained over 20 years of business in the field of systems made for the food & beverage industry, the staff of the Lebanese company, which is based in Beirut, has earned the trust of leading bottling companies operating in Lebanon such as Kassatly Chtaura, Société Moderne Libanaise pour le Commerce (PepsiCo), National Beverage Company (Coca-Cola) and many other customers even outside the national borders. With regard to recent projects implemented in Lebanon, Pierre Anid, Chief Executive of Novadim Food Technology, stated: "Companies in Lebanon are especially attentive to market trends and, in order to meet the changing needs of consumers, rely exclusively on reliable and competent partners. As such, in this context, companies like ours are essential as they are able to respond quickly in case of need, offering suitable and adequate commercial assistance and technical after-sales support to all SMI's existing and potential customers".



on the selected formats and the characteristics of the containers, with the progressive increase of the production speed as their sizes decrease. The SK 400 F shrinkwrapper is synonymous with high yields, ease of use and simplicity of installation and maintenance, as well as its great capacity of being integrated with the other packaging systems that are present in the production line. Furthermore, the automatic format changeover adjustment device, with which these packers are equipped, allows the user to quickly switch from one pack configuration to another. The automation, control and diagnostics of the SMI system are entrusted to the tried and tested MotorNet System® (MNS®), an integrated and open technology that brings together in a single PC-based controller (MARTS) the features for managing the machine's independent axes and the typical functions of a traditional PLC.

# THE BEER MARKET IN LEBANON

In recent years the alcoholic beverage industry in Lebanon has experienced a quite favorable period, characterized by huge investments in new bottling plants and by the market launch of a variety of new products.

Beirut Beer was born in this context, as a sign of the focus Kassatly Chtaura has towards the local market that, after years of waiting, can now count on a 100% Lebanese premium pilsner with a smooth and balanced taste, produced by a Lebanese company for Lebanese consumers.

The launch of the new product, which is sold in 250, 330 and 500 ml glass bottles and aluminium cans, was supported by an intense advertising campaign on all national media, which favored an instant and warm welcome by consumers of all ages.



# BEIRUT

## THE CITY OF CONTRASTS

**B**eirut, Lebanon's capital, is the city of contrasts. Fascinating and mysterious, serious in the daytime and crazy at night, alive 24/7, surprises anyone. The waterfront and the downtown streets are densely populated at any time of day or night, frequented by young people and businessmen from all over the world. Beirut is a melting pot of different cultures, languages and traditions, so much so that you feel immediately at ease when wandering through this city. Contrasts are obvious even in the buildings you run into: churches and mosques coexist next to one another, smoking chimneys along the harbor are the backdrop for quiet fishing and joggers, beautiful modern residences are located side by side with run-down houses. Of course, evidence of Beirut's historical ruins are scattered throughout the city: its origins go back to a Canaanite settlement of the Bronze Age (around the nineteenth century BC) but the first historically attested evidence dates back to the eighteenth dynasty of Egypt, when its urban core is mentioned in a cuneiform tablet belonging to the so-called "Amarna letters". The etymology of the place-name associates the

probable Phoenician and Akkadian name "Bêrut" with the meaning of "wells" or "water springs", referring to groundwater reservoirs still in use. The ancient Romans had also crossed this area and even today you can see the remains of buildings and temples still in good condition. The capital of Lebanon is today an energetic, vital city linked to traditions but open to Western mentality; to understand it you must wade through a myriad of sharp contrasts. But it is at night that everyone goes wild as nobody would ever have imagined! In fact, since 1990, after the civil war and subsequent reconstruction, Beirut regained the reputation of the fun city that it had in the 60's; every night its nightclubs are full of young people of various nationalities who want to have a great time. Even cultural life bustles: the Lebanese capital has always encouraged artistic creativity through concerts, festivals, fairs and social events like the boat shows, the motor shows, the garden shows and the fashion shows. The new Beirut Beer launched by Kassatly Chtaura could have no better name: that of a dynamic, courageous and passionate city, much loved by its inhabitants.

