

# KASSATLY CHTAURA

A TRIP THROUGH HISTORY WITHIN THE UNIQUE NATURAL BEAUTY OF THE CEDARS OF GOD – UNESCO WORLD HERITAGE SITE AND SYMBOL OF THE NATION- AND, ABOVE ALL, A TRIP THROUGH THE SENSES WHERE FOOD AND DRINK PLAY AN IMPORTANT ROLE. WE ARE IN LEBANON, A SPLENDID LIVELY COUNTRY, WHERE LOVERS OF MIDDLE EAST CUISINE FIND AN EXQUISITE VARIETY OF FOODS AND BECOME SEDUCED BY THE FLAVOURS OF THIS MYSTERIOUS LAND, THAT HAS ABSORBED THE BEST INGREDIENTS OF THE TURKISH AND ARAB CUISINE, WITH THE ADDED TOUCH OF FRENCH REFINEMENT. THE RESULT OF THIS MIX CAN BE TASTED IN EXQUISITE DISHES, OFTEN PREPARED WITH LAMB, WITH DRIED FRUIT (ALMONDS, PISTACHIOS AND HAZELNUTS), OR WITH VEGETABLES AND FISH. ALL OF WHICH ARE DRESSED WITH LEMON JUICE AND ACCOMPANIED BY REFRESHING DRINKS.

→ **SOFT DRINKS SECTOR**  
KASSATLY CHTAURA SAL  
Nahr El Mott, Beirut, Lebanon  
kassatlychtaura.com

→ Integrated System ECOBLOC® ERGON 2-9-3 K EV



GEO LOCATION

# A TRIP WHERE OUR TASTE BUDS FIND THE FLAVOUR OF “JALLAB”

**J**allab juice is one of the most well-known drinks in Lebanon, made from carob, fruit syrup, dates, grape molasses and rose water. When we speak about jallab, we immediately think about Kassatly Chtaura. In 1977 Kassatly was

the first company to bottle this syrup in modern production plants, over the years the machinery has been upgraded and modernized. The most recent investment, which was necessary to face the high market demand for this beverage, allowed the Lebanese company to completely



automate the bottling process thanks to an integrated system from the ECOBLOC® ERGON 2-9-3 K EV range, provided by SMI, which, in a single machine, combines the stretch-blow moulding, filling and capping functions of 1 litre and 2.65 litre bottles in PET at a maximum speed of 3.200 bottles/hour.

## ➤ THE SWEET AROMA OF JALLAB

Originally from the Middle East, Turkey and Iran, Jallab is a syrup made from carobs, dates, grape molasses and rose water, which are then smoked by incense. It is served diluted with water, ice, zibibbo wine and pine nuts, without which it would not be an authentic jallab drink. This delicious, refreshing beverage, which can even be ordered to accompany a meal, has a unique, sweet aroma, and is usually served in summer.



# A BANQUET FROM THE ARABIAN NIGHTS

Lebanese cuisine charms the eye and the palate. Intense colours, intoxicating odours, contrasts of consistency and flavours, all combined with a tasty use of spices. Despite these distinctive features, it is very difficult to summarize the characteristics of Lebanese cuisine. It is an astonishing cuisine, more known than others from the Middle East but one that deserves to be discovered, because not only is it full of dishes with mysterious and fascinating names, but it summarises ancient culture and traditions. It is said that the Lebanese cuisine is a culinary art for the eye, at first it satisfies the vision and then the palate. It is

impossible to remain emotionless in front of the abundance on the tables, the centre of attention is the "mezzé", small appetizers that are always served in multiples of six. The banquet is the most important form of expression in Lebanese cuisine, it is the excuse for a party and festivity, highly appreciated by the sultans who imported the tradition from the Turkish cuisine. It is to the sultans and their vanity that we owe the presence of lots of dishes among the "mezzé" that have a creamy consistence, like "baba ganoush" or "hummus". In fact, the sultans did not want to ruin their smile by chewing, therefore, they preferred dishes which were easy to chew!



# AMONG TRADITION AND SOPHISTICATION

Lebanese cuisine is one of the richest and most sophisticated in all the Middle East. It was influenced in particular by the Arab tradition, and interpreted by a touch of French, as can be seen by the presence of many lamb specialities and the wide use of dried fruit and spices. Typical Lebanese condiments give the final touch, such as garlic, olive oil, lemons and aromatic herbs like mint, these are used to give a touch of freshness to many dishes, from meat to salads and even sandwiches. The "mezzé" appetizers, that are served before the main course, are a true ritual of Lebanese cuisine. One of the most typical

is "fattoush", a "poor dish" that was originally conceived to use up any leftover ingredients, it is similar to an Italian panzanella with lots of vegetables and fried Arabic bread, all of this is then flavoured with lemon, pomegranate molasses and sumac, these three ingredients can be found in many other Lebanese dishes, and give fattoush a strong, but pleasing and balanced sourness. Among the most well-known dishes there is also "hummus bittahini" (purée of chickpeas and sesame seed dough), "baba ghannouj" (purée of roast aubergines), "falafel" ("meat balls" made from dried broad beans) and chicken wings marinated in oil, lemon and lots of garlic. The soups are light, enriched by lentils and spiced with cinnamon, vegetables such as courgettes, marrow or aubergines stuffed with vegetables, or meat and rice or meat and pine nuts are very common. Almost everywhere you can find "kabees" (pickles) on the table, but also salads and lots of seasonal fruit. Among the most common beverages we can find Arabic coffee, "jallab" (base ingredient sultanas served with pine nuts), "ayran" (main ingredient yogurt), "arak" (traditional liqueur) and wine.



# KASSATLY CHTAURA

The roots of this Lebanese company go back to 1974, when the current CEO Akram Kassatly founded a small artisan company to produce wine, following in his father, Nicholas's, footsteps who had worked in this sector since 1919. Today, after more than 40 years, the name Kassatly Chtaura is synonymous with quality and enjoyed by consumers in every part of the Middle East. The current range of production is vast and includes, liqueurs, alcoholic and non-alcoholic beers (sold under the brands Buzz and Freez), the branded

Beirut Beer, launched on the market in 2015 and packed by an SMI model SK 400 F shrink wrapper, and of course all the syrups, like jallab. This Lebanese company has been in constant growth right from the beginning, enough so, to have allowed them to reach important goals on the national and international markets over a relatively short time. Kassatly Chataura, who has collaborated with SMI since 1997, currently has more than 10 SMI packers from the WP, SK and MP ranges. These are used to secondary pack a wide range of wrap-around boxes, shrink-wrapped bundles

and card multi-packs. The company pays a lot of attention to market needs and constantly invests in the purchase of latest generation machinery to automate bottling and packaging, such as the integrated system of the ECOBLOC® ERGON 2-9-3 K EV range, which was recently installed for the seasonal production of jallab syrup.

**BELOW FROM LEFT:** PIERRE ANID, GENERAL MANAGER OF NOVADIM FOOD TECHNOLOGY, NAYEF KASSATLY, MANAGING PARTNER OF KASSATLY CHTAURA AND MAURICE RASSI, TECHNICAL MANAGER OF KASSATLY CHTAURA.



## THE STAFF OF NOVADIM FOOD TECHNOLOGY

**LEFT HAND-SIDE:** PIERRE ANID, GENERAL MANAGER, CHARBEL YOUNES, AREA SALES MANAGER, WASSIM MANSOUR, AREA SALES MANAGER AND RENÉE FARES, SERVICE AND SALES COORDINATOR.

**BELOW FROM RIGHT:** JESSICA YOUNES, SPARE PARTS COORDINATOR AND RAWAD SALIBA, ENGINEERING AND LAYOUT.



# Novadim food technology

Professionalism and experience gained during their 25 years in business supplying industrial equipment to the "food & beverage" industry, is without doubt the key to the success of the Novadim Food Technology company, who for many years have represented the SMI Group in Lebanon and who provide fast and efficient support to their numerous customers in the area. Novadim Food Technology has a team of 9 people involved sales, service and technical assistance on over 200 SMI machines installed in Lebanon, Syria, Kuwait, Bahrein, Qatar, the United Arab Emirates, Oman, Yemen, Ethiopia, Sudan, Uganda and part of Eastern Africa. With regards to the recent project at Kassatly Chtaura, Pierre Anid, General Manager of Novadim Food Technology, said "We are proud to have contributed to the installation of the innovative ECOBLOC® ERGON K at Kassatly Chtaura, because this new compact system guarantees a more competitive economy for the company, and has allowed our customer to automate his production so that he can satisfy his customer's needs more efficiently". The team at Novadim, with headquarters in Beirut, have understood how to gain the trust of the main bottling companies who operate in Lebanon, like Salassato Chtaura, Société Moderne Libanaise pour le Commerce (PepsiCo), National Beverage Company (Coca-Cola) and many other customers, even abroad, that request quick interventions when necessary, and appropriate sales and aftersales technical assistance.



## THE CONSUMPTION OF "JALLAB" DURING RAMADAN

**J**allab is consumed more frequently during Ramadan, because during the daytime not only are Muslims not allowed to eat, they can't even drink, they fast in commemoration of the first revelation of the Koran to Mohammed, at the end of the day they interrupt the fasting with dates and jallab syrup. The word Ramadan (sometimes called "Ramazan", "Ramadhan" or "Ramathan") derives from the Arabic "rami a" or "al-rama", which means 'burning heat' or 'dryness'. Ramadan begins with "l'hilal", which in Arabic means "new moon", in the ninth month of each year and lasts 29 or 30 days according to the waxing moon, as the Islamic calendar has 354 or 355 days (10 or 11 days fewer than the solar year according to the Gregorian calendar), each year the month of Ramadan falls at a different time of the solar calendar, and therefore gradually moves backwards, until it changes season, occasionally falling in summer when the days are longer and hotter and fasting becoming harder. Therefore, drinking jallab syrup at the end of a day of fasting becomes an elixir to replenish energy and re-hydrate. This tradition causes the sales of the beverage to increase during this important religious Muslim period, to be able to face this challenge Kassatly Chtaura decided to automate the jallob bottling process (it used to be carried out manually), so that they could easily modify the production according to market demand.

## DATES: THE EXTRAORDINARY PROPERTIES OF THIS ANCIENT FRUIT

**D**ates are one of the main ingredients of jallab syrup, they grow in heavy bunches hanging below the leaves of the date palm (Phoenix Dactylifera). A date is made up of a fleshy exterior which surrounds a hard stone with a seed inside, it is rich in sugar and this often crystallises on the outside layer. The "Phoenix Dactylifera" grows above all in the Canary Islands, in North and South Africa, in the Middle East, in the extreme South of Europe and in Asia. Date palms are very precious trees for some populations who use every part, for example, in homeopathic fields. From the bark off the branches it is possible to extract the mother dye which is very

useful to calm menstrual pains, the trunks can be used in construction and some types of palms are used as decorations. Dates are an important ingredient for jallab, the popular syrup from the Middle East which also contains grape molasses and rose water. They are also used as a sweetener when put fresh into black tea, when they are dried they are used for flour, which mixed together with barley flour is used to prepare the famous date bread. Fresh dates are very easy to digest and contain a lot of simple sugars like fructose and dextrose, for this reason they are considered to be a re-vitalising fruit. This fruit contains antioxidant flavonoids and polyphenols like tannin, noted for their anti-infection, anti-inflammatory

and anti-haemorrhage properties, it is rich in vitamin A, essential for our skin and in beta-carotene, as well as being an excellent source of iron and potassium and also minerals like calcium, manganese, copper and magnesium.



### ➤ CURIOSITIES ABOUT DATES

The name date comes from the Greek "daktilos" (finger), as its shape resembles a phalanx. The first written words about dates were found in Persian, Berber, Arab and Egyptian. Among the ancient Egyptians and Assyrians, it had a mystical significance, in the Egyptian culture the date palm was the symbol of fertility, while the Greeks decorated their trophies with drawings that represented this plant. The Romans used dates to flavour wine and they considered them to be the symbol of victory and honour, because the palm, even when heavy with fruit, does not bend it tries desperately to lift itself upwards towards the sky. In the Christian tradition palm leaves are the symbol of peace and remind us of when Jesus entered Jerusalem. It is said that Emperor Augustus accumulated lots of these fruits and that the first palm that grew in Rome was born from a seed thrown from the Emperor's dining hall.

# SMI SOLUTIONS FOR KASSATLY CHTAURA

For many years the Lebanese company had bottled their jallab syrup by hand, buying empty PET bottles on the open market from a third party, so for their automation Kassatly Chtaura chose the experience of SMI, with who it had collaborated for over 20 years, to provide the ultra-compact ECOBLOC® ERGON 2-9-3 K EV system, comprising a rotary stretch-blower from the EBS K ERGON series, an EV filler and a capper. The new compact integrated system from the ECOBLOC® ERGON K EV range was integrated in the existing line to automate the blowing, filling and capping operations in new PET bottles. While the rest of the operations, such as labelling, are still carried out manually, the production process does not require secondary or tertiary packaging, as the bottles are sold loose. The drawing of the PET bottle, which is blown and filled by the ECOBLOC® ERGON K EV is the same as that used in the past for hand production. The SMI designers were asked to create a lighter bottle than its predecessor and this objective was reached by optimizing the preform material and working on the mechanical characteristics of the new container. Thanks to the improved distribution of the material, the veining of the bottle and to the presence of some geographical factors, it was possible to create a lighter bottle with economical and eco-friendly advantages.



## ➤ INTEGRATED ECOBLOC® ERGON 2-9-3 K EV SYSTEM

**Functions:** stretch-blow moulding, filling and capping of 1 litre and 2.65 litre bottles in PET, with a production capacity up to 3,200 bottles/hour (1 L).

### Main advantages:

- the ECOBLOC® ERGON K series is the fruit of an innovative project which uses advanced technological solutions inspired by the principles of Industry 4.0 and Internet of Things (IoT)
- rotary, high efficiency stretch-blow moulding equipped with motorised stretch rods (usually used for high speed production), that present considerable advantages compared to linear blowers
- ultra-compact plant, that groups the stretch-blow moulding, filling and capping of PET bottles in a single block and does not need a rinser or airveyors between the blower and filler
- quick and precise filling and capping process, thanks to the electronic control systems and the use of high efficiency valves controlled by flowmeters
- reduced blower energy consumption, thanks to the preform heater module, equipped with high energy efficiency IR lamps and to the blow moulding module equipped with a dual air recovery system that allows the reduction of energy costs tied to the production of high pressure compressed air
- new design with a modular structure, no welding, equipped with protection doors made from reinforced glass, very resistant and time lasting
- economical solutions that allow the flow management of seasonal or bespoke production

## ➤ EASY-CAP CAP GRABBER

**Functions:** gravitational cap grabber, that collects the caps from a hopper and carries them the correct way up to the bottling line.

### Main advantages:

- very compact structure, made from AISI 304 steel, suitable for any layout solution
- linear and fluid operation, that will only carry caps that are the correct way up, those that are upside down gravitationally fall back into the hopper
- a system that is suitable for lots of different plastic caps
- “user-friendly” operator interface, that allows the operator to use the machine easily and efficiently.