



MERSEL WINE

# Wines with our farmers

...FOR THE PEOPLE

PROUDLY MADE IN LEBANON





MERSEL WINE

# OUR STORY



Our story goes back all the way to 1550 BCE, when our ancestors the Phoenicians established the trading culture that connected the coastline of today's Lebanon with the whole world.

In addition to spreading their alphabets and trading their famous purple dye, the "traders in purple" as the Greeks and Romans used to call them, traded wine. Big terracotta jars were specially produced in pottery kilns in Tyre to transport wine to the world.

Lebanon is among the oldest site in wine production in the world. Today we continue this legacy, with the same passion that the Phoenicians had centuries ago, exporting to the world best quality wine from the land of the cedars.

At Mersel Wine, we wanted to embed our culture with our wines. Lebanese people are warm and hospitable, they open their hearts and homes and welcome those around them. We wanted to create wines that fit with the Lebanese character, wines that are for everyone to enjoy, and wines that help our local farmers that is why we have created 'Wines with our farmers...for the people'.

Our philosophy is to keep it simple. Our wines are made naturally, with very little or no sulfites. Our wines are unfiltered and unfinned, resulting in simple fermented wine.



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# OUR MISSION

Mersel Wine is committed to producing high-quality wines and spirits that are not mainstream in the Lebanese nor international market. We strive to produce wine with diverse tastes and methods using natural and environmentally friendly methods. We are committed to maintaining the highest level of professionalism and expertise in all stages of our wine from planting and maintaining our vineyards to engaging with our community even after the bottle has been enjoyed.





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# OUR VINEYARDS

**The location of our vineyards facilitate the growth of indigenous grapes. The weather conditions in the area, where it is snowy during winter and warm during summer assists in controlling diseases and thus facilitate an organic growth of the grapes. Basically it is mother nature and terroir that do the work, where the vineyards are naturally watered throughout the year either by rain, snow, or natural springs.**

Our vineyards benefit from the optimum soil and weather condition where they are distributed between Bousit, Wadi Qannoubine Region, and the Maksar Mersel Region at an altitude that ranges between 800 and 2500 meters above sea level.

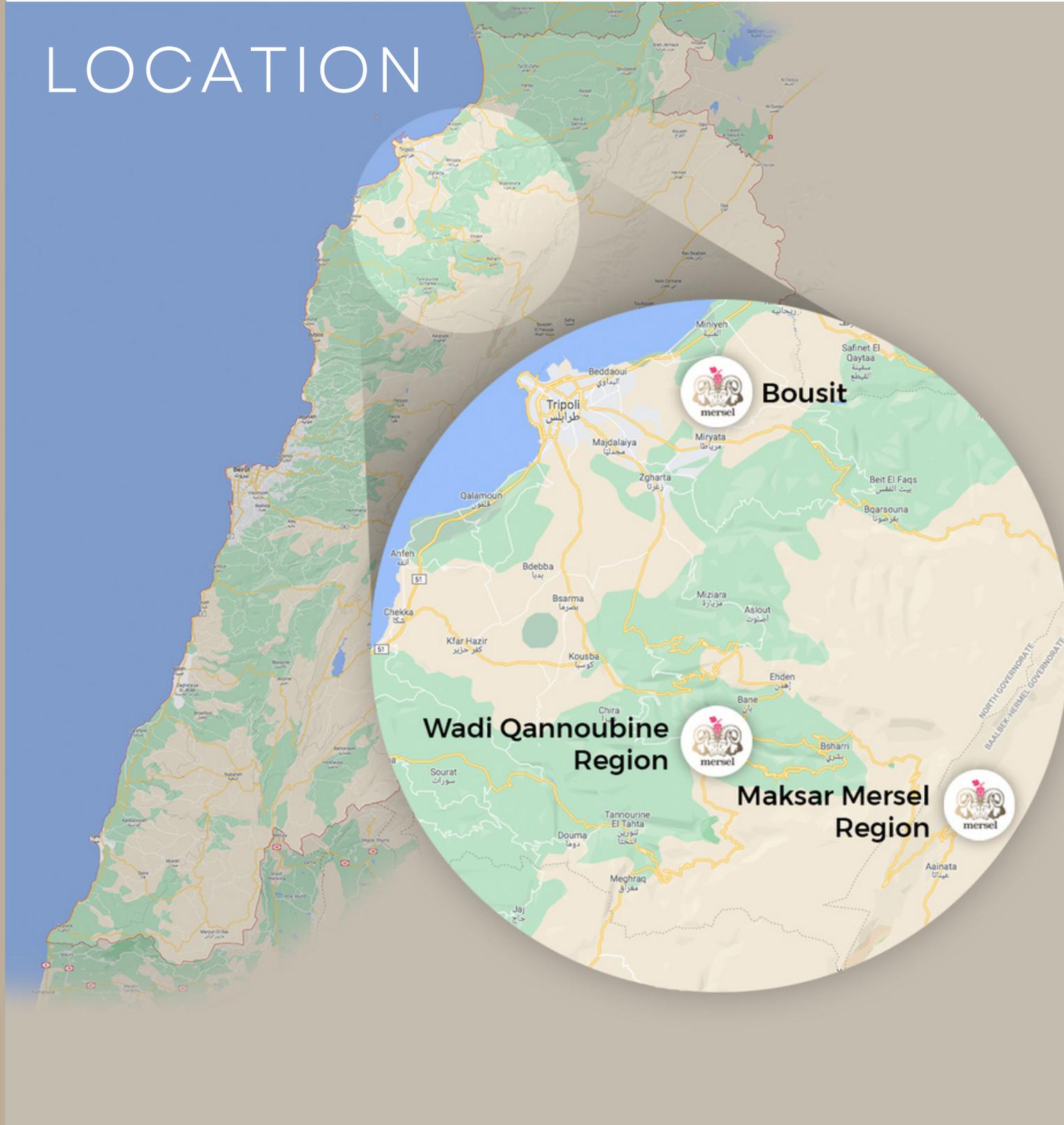
In addition to producing high-quality wines and spirits, we are committed to giving back to society. We grow our own grapes but also buy grapes from local farmers to encourage the revival of indigenous Lebanese grape varieties. Our work ethics revolve around equality, sustainability, positive rural life, and a positive social impact on our community.





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# LOCATION



# OF OUR VINEYARDS



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# INFORMATION ON OUR VINEYARDS

01

## Bousit

Location: Zgharta district, North Lebanon

Altitude: 800m

Soil: Limestone

Grape Varieties: Sauvignon Blanc and Cabernet Sauvignon

Bousit is an area famous for indigenous grape varieties. The soil is very rich in limestone and it sits on a peak in Northern Lebanon that overlooks the sea. Its proximity to the sea adds some humidity and moisture to the vines, and also the cool sea breeze helps in preserving the acidity of the grapes.

02

## Wadi Qannoubine Region

Location: Bsharri district, North Lebanon

Altitude: 1300-2000m

Soil: Sandy, Volcanic, Limestone

Grape Varieties: Merwah, Sabbaghieh and Maghdouche

Wadi Qannoubine is a UNESCO World Heritage site. Wadi is arabic for "valley", surrounded by historic villages, it's minutes from ski resorts and the famous Cedars of God. The vineyards have not been tendered for years due to war, immigration and land mines. Wadi Qannoubine is a typical Mediterranean Alpine region with cool summers and cold winters. It has a maritime climate in the coastal areas with cool night-time breezes that keep natural acids high.

03

## Maksar Mersel Region

Location: Northern Bekaa, Ainata-Cedars region

Altitude: 2200M

Soil: Limestone, Clay

Grape Varieties: Pinot Noir, Cabernet Franc, Syrah, Sauvignon Blanc, Riesling, Cinsault, Viognier

One of the most unique viticulture regions in the world. This terrain was inhabited by Cedar and Juniper forests and it was a haven for the Nubian Ibex. Geographically, to the east, is the Temple of Baalbek, and to the west, the Cedars of Lebanon, which has the oldest cedar trees in the world. The climate is a combination of alpine and continental, with snow-blanketed rigid terrain in winter. Mersel has gravel limestone and clay vineyards on alluvial plains, encircled with Juniper trees and the odd cannabis plantations. There is an abundance of sun in summer; cool nights with over 20°C of diurnal temperature variation. It is considered to be the Lebanese Mendoza. The unfortunate reality of global warming has allowed us to explore this region, a quest that was unimaginable 10 years ago.



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# OUR WINES

Our wine carries the story of our heritage, the passion of our ancestors, the strength of our mountains and the perseverance of our people.

Our wines are 100% organic with no additives, no fining, and no filtering.



## LEBNAT PETNAT

Pétillant Naturel Wine

Our Pétillant Naturel wine is inspired by the God of Wine, Bacchus, whose temple is found in Baalbeck. We wanted to create a simple, natural wine for everyone to enjoy, that's why we made a Pét Nat using the ancestral method. We bottle before the first fermentation is complete then disgorge and refill the bottle and wait for further fermentation to work naturally in the bottle creating a lighter, crisper and a more cleaner, natural sparkling wine.

Our Lebnat Pét Nat comes in two ranges: Lebnat Pét Nat Gold and Lebnat Pét Nat Pink Rosé (refer to data sheets for details)

## PHOENIX

Still Organic Natural Wine

Our Phoenix line comes from the rise of the Lebanese national bird, the Phoenix. The firebird that keeps rising, using its passion and determination to try something new. We are one of the first wineries in Lebanon to produce a completely natural, organic wine that is free from additives and that is unfiltered and unfiltered.

Our Phoenix wines come in two ranges: Phoenix Field Blend and Phoenix Skin-Contact (refer to data sheets for details)



## DAR RICHI - HANAN

Still Red Wine

Dar Richi Hanan was created by a Syrian refugee named Abdullah Richi who moved to Lebanon to escape the atrocities of the Syrian war. Abdullah was interested in wine making and through observational learning with our wine maker, Eddie Chami, he developed this red still wine and named it after his wife - Hanan.

Abdullah's dream is to go back to Syria and establish his own winery there. At Mersel Wine, we encourage people to follow their dreams and are all for giving back to the community and leaving a positive impact on others. Way to go Abdullah for creating this sensational wine (refer to data sheets for details)

## LEBNANI - *New*

Still Organic Natural Wine in 1L Bottles

Our Lebnani range was created with the intention to show the world the beauty of Lebanon's history and culture. We have even incorporated these elements in the design of the bottle. The Lebnani range comes in 1000ml bottles (as opposed to the standard 750ml wine bottle) and is filled with still natural organic wine that is free from additives and that is unfiltered and unfiltered.

Our Lebnani wines come in two ranges: Lebnani Abyad (White) and Lebnani Ahmar (Red) - refer to data sheets for details



## PIQUETTE - *New*

Organic Sparkling Wine

Our Piquette wine was created with a fun element in mind. It was based on the goat (of our logo - Nubian Ibex) with a twist to show that its not just for the Romans to enjoy. It's a fun drink, enjoyed chilled, and sort of tastes between a wine and a beer. It's made by adding water to fermented grape pomace and then we have added some organic honey from our own beehives and refermented and bottled it.

Our Piquette comes as a stand-alone product - refer to data sheet for details

# LEBNAT PETNAT



## Lebnat PetNat Gold



## Lebnat PetNat Pink Rosé



### GRAPE TYPE

**Grape:** Viognier (50%), Merwah (50%)  
**Farming:** Organic  
**Yield:** Viognier: 32hL / Ha  
Merwah: 25hL / Ha



### GRAPE TYPE

**Grape:** Sangiovese (50%), Merwah (50%)  
**Farming:** Organic  
**Yield:** Sangiovese: 27hL / Ha  
Merwah: 25hL / Ha



### REGION

Ainata, Bekaa Valley (1,700m) - Viognier vines, 11 year old  
Dimane, Qannboubine Valley (1,600m) - Indigenous Merwah vines, over 150 year old



### REGION

Bousit (800m) - Sangiovese vines, 6 year old  
Dimane, Qannboubine Valley (1,600m) - Indigenous Merwah vines, over 150 year old



### WINE COMPOSITION

**Wine Type:** Natural Sparkling Pet-Nat White Wine  
**Alcohol Content:** 12%  
**Residual Sugar:** 0 g/L  
**PH Level:** 3.2  
Contains Sulfites



### WINE COMPOSITION

**Wine Type:** Natural Sparkling Pet-Nat Rosé Wine  
**Alcohol Content:** 11.5%  
**Residual Sugar:** 0 g/L  
**PH Level:** 3.1  
Contains Sulfites



### SERVING SUGGESTIONS

**Best Opened:** Best to open at 5-8 degrees celsius as one would a Champagne due to wine's persistent bubble.



### SERVING SUGGESTIONS

**Best Opened:** Best to open at 5-8 degrees celsius as one would a Champagne due to wine's persistent bubble.



### WINEMAKING

The wines are pressed, and stabulation happens in tank at 8c for 5 days. This allows for the juice and pulp to spend time together before fermentation starts. The wine then starts fermentation for about 20 days at 14c, it is then bottled at 3 PSI, and it completes fermentation in the bottle, where it rests on lees for 5 months. It is then disgorged in February.



### WINEMAKING

The wines are pressed, and stabulation happens in tank at 8c for 5 days. This allows for the juice and pulp to spend time together before fermentation starts. The wine then starts fermentation for about 20 days at 14c, it is then bottled at 3 PSI, and it completes fermentation in the bottle, where it rests on lees for 5 months. It is then disgorged in February.

# PHOENIX



## Phoenix Skin-Contact



### GRAPE TYPE

Grape: Merwah (100%)  
Farming: Organic  
Yield: Merwah: 25hL / Ha



### REGION

Dimane, Qannoubine Valley - North Lebanon (1,600m)  
Indigenous Merwah vines, over 150 year old



### WINE COMPOSITION

**Wine Type:** Natural Skin-Contact Orange Wine  
**Alcohol Content:** 11%  
**Residual Sugar:** 0 g/L  
**PH Level:** 3.1  
**SO2:** 14 PPM



### SERVING SUGGESTIONS

**Best Opened:** Best to open at 14-20 degrees celsius as one would a red wine



### WINEMAKING

Picked in middle of October and crushed into 2-proportional lots, then fermented in stainless tanks and amphoras. The wine is fermented on skins for 3 weeks, the cap is gently broken by hand a few times a day, and is then racked off skins in the middle of November into half neutral barrels and half stainless tanks. The temperature at the winery reaches -5 degrees celsius, consistently in winter, allowing for natural cold stabilization of the wine. MLF happens in Spring, the wine is bottled in May.



## Phoenix Field Blend



### GRAPE TYPE

Grape: Merwah (90%), Marini (10%)  
Farming: Organic  
Yield: Merwah: 20hL / Ha



### REGION

Dimane, Qannoubine Valley - North Lebanon (1,600m)  
Indigenous Merwah vines, over 150 year old



### WINE COMPOSITION

**Wine Type:** Natural Field Blend Rosé Wine  
**Alcohol Content:** 12%  
**Residual Sugar:** 0 g/L  
**PH Level:** 3.19  
**SO2:** 19 PPM



### SERVING SUGGESTIONS

**Best Opened:** Best to open at 10 degrees celsius as one would a white wine



### WINEMAKING

Picked in middle of October and destemmed into stainless tanks, the wine is fermented on skins for 4 weeks and racked off skins in November into stainless tanks. The temperature at the winery reaches -5 degrees celsius during the night, consistently in winter, allowing for natural cold stabilization of the wine. I think by the time the wine is bottled, it would have been through MLF, otherwise mind the bubbles!



## Dar Richi Hanan Red Wine



### GRAPE TYPE

Grape: Cabernet Sauvignon (60%), Malbec (29%), Sangiovese (11%)  
Farming: Organic  
Yield: Merwah: 15hL / Ha



### REGION

Bousit - North Lebanon (800m)



### WINE COMPOSITION

Wine Type: Minimum Intervention Still Red Wine  
Alcohol Content: 14%  
Residual Sugar: 0 g/L  
PH Level: 3.4  
SO<sub>2</sub>: 30 PPM



### SERVING SUGGESTIONS

Best Opened: Best to open at 14-20 degrees celsius as one would a red wine



### WINEMAKING

Picked at the beginning of September and destemmed into stainless tanks, the wine is fermented for 10 days at 25 degrees celsius and racked off skins. The wines go through MLF naturally, they are racked twice before being bottled in late spring.

# LEBNANI - *New*



**Lebnani Abyad**



**Lebnani Ahmar**



## GRAPE TYPE

Grape: Merwah (70%), Sauvignon Blanc (30%)  
Farming: Organic  
Yield: 10hL / Ha



## GRAPE TYPE

Grape: Cinsaut (100%)  
Farming: Organic  
Yield: 20hL / Ha



## REGION

Bcharre, Qannboubine Valley - North Lebanon (1,700m)  
Indigenous Merwah vines, over 150 year old  
Ainata, Bekaa Valley (1,700m) - Sauvignon Blanc vines, 12 years old



## REGION

Deir El Ahmar, Bekaa Valley (1,200m) - Cinsaut vines, 10 years old



## WINE COMPOSITION

Wine Type: Skin-Contact Orange Wine  
Alcohol Content: 11%  
Residual Sugar: 0 g/L  
PH Level: 3.2  
Contains Naturally Occurring Sulfites (No Added SO<sub>2</sub>)



## WINE COMPOSITION

Wine Type: Red Wine Semi-Carbonic  
Alcohol Content: 13.5%  
Residual Sugar: 0 g/L  
PH Level: 3.5  
SO<sub>2</sub>: 29 PPM



## SERVING SUGGESTIONS

**Best Opened:** Best to open at 10 degrees celsius as one would a white wine



## SERVING SUGGESTIONS

**Best Opened:** Best to open at 18 degrees celsius as one would a red wine



## WINEMAKING

Sauvignon Blanc picked first week of August, partially destemmed, partially pressed, free-run juice added back on skins in stainless tanks. Punch down occurs twice daily. It ferments for three weeks at 17 degrees celsius. An additional two weeks of maceration is done.

Merwah is harvested in the first week of October, it goes a slow ferment on skins for three weeks. It is then pressed and blended with the Sauvignon Blanc. The wines go through MLF naturally, they are racked twice before being bottled in late spring.



## WINEMAKING

Hand-harvested in September, destemmed into a concrete tank. The tank is then sealed and a native fermentation slowly goes on for up to two weeks at 25 degrees celsius. The skins are pressed off and the fermentation continues for an additional week. The wine is then left to go through MLF.

# PIQUETTE - *New*



## Piquette



### GRAPE TYPE

Grape: Muscat (40%), Sauvignonon Blanc (30%), Merwah (30%)

Farming: Organic

Yield: 17-20hL / Ha



### REGION

Deir El Ahmar, Bekaa Valley (1,200m) - Muscat vines, 7 years old  
Ainata, Bekaa Valley (1,700m) - Sauvignon Blanc vines, 12 years old  
Dimane, Qannboubine Valley (1,600m) - Indigenous Merwah vines, over 150 years old



### WINE COMPOSITION

**Wine Type:** Piquette (Sparkling) Wine

**Alcohol Content:** 9%

**Residual Sugar:** 1.5 g/L

**PH Level:** 3.5

**SO2:** 7 PPM



### SERVING SUGGESTIONS

**Best Opened:** Best to open at 5-8 degrees celsius as one would a Champagne due to wine's persistent bubble.



### WINEMAKING

Grapes were pressed lightly, leftover wet grapes went back to concrete tank where water was added to dilute and ferment remaining sugars. This went on for 5-10 days. Juice was then racked off, and was allowed to settle over winter. Organic honey from our own bees was added to restart fermentation in spring - No SO2 added.



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# SOCIAL IMPACT

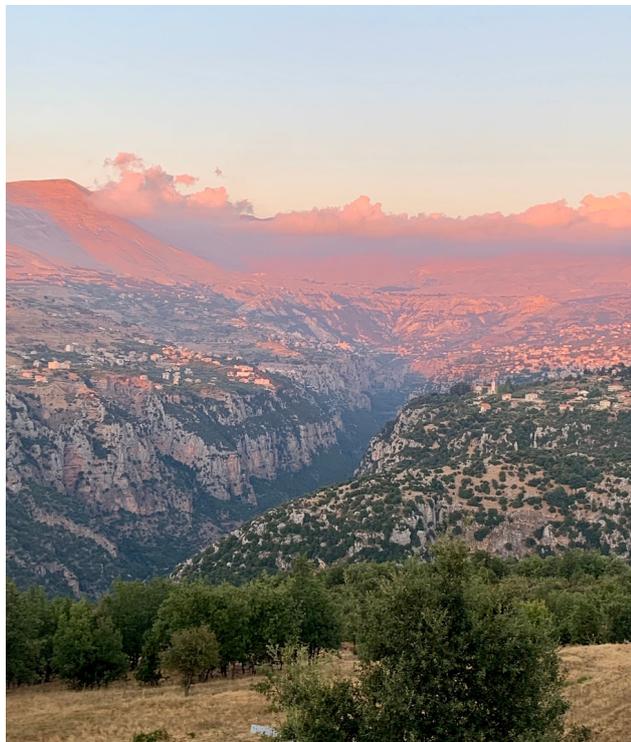
**Mersel Wine carries the story of our heritage, the passion of our ancestors, the strength of our mountains and the perseverance of our people.**

## TAKING CARE OF OUR ENVIRONMENT

The land in Mersel is a virtually untouched and unexplored territory since the land used to be snow capped all year round. The realities of global warming have allowed us to grow grapes in regions that were once considered too cold. The rain, snow or natural springs help nourish and nurture our vines naturally.

The air is very clean and dry! Hence, no herbicides, pesticides or any toxic chemicals and pathogens need to be used. Also based on the location, one of great altitude 2000 - 2500m, we knew it would be interesting to explore cold-climate vines. Mersel is one of the highest regions for viticulture in the North Hemisphere. Mersel Wine will be the first winery in Lebanon to explore such horizons and such a unique wine-making style.

Through this project we want to replant Cedar and Juniper trees in arid lands to bring the area back to how it was once known at the time of our ancestors. This will be done in collaboration with NGO's like Mamlaket El Lezzeb for the Juniper trees and Friends of the Cedar Forest Committee for the Cedar trees.



## LOOKING AFTER OUR WILDLIFE AND THE ORIGIN OF THE MERSEL WINE LOGO

The Nubian Ibex is a desert goat species that had been extirpated in Lebanon. Mersel used to be a forest in which the Nubian Ibex sought shelter, but with urbanization, deforestation and being hunted they disappeared and instead domesticated goats took their place. We want to go back to our origins and revive the land and bring Mersel back to how our ancestors knew it, by reviving the Nubian Ibex there.

We know how important and interesting they are so we are working with NGO's such as [www.istituto-oikos.org](http://www.istituto-oikos.org) to nurture and protect them and feed them organic waste from our vineyards. We want to keep the land there as untouched as it has been by doing what our ancestors have always done and that is farming.



MERSEL WINE

# SOCIAL IMPACT

## GIVING BACK TO THE FARMERS

At Mersel Wine we want to go back to the simple life. Our ancestors used to be farmers, these farmers have left their land and moved to cities as farming wasn't financially feasible. We are encouraging and supporting farmers to get back to their forgotten lands and plant grapevines, and through the Heliopolis Co-operative of Deir El Ahmar, Mersel Wine will purchase their grapes. This brings great pride to the farmers as it encourages re-farming and it creates work opportunities directly or indirectly in the agriculture sector while also providing them with a sustainable living.



## EMPOWERING WOMEN, CHILDREN AND FAMILIES

Mersel Wine is all about breaking down borders, and exploring new horizons. Mersel Wine is cofounded by three mothers with the support of our husbands, who want to showcase our passion for wine. We want to experiment with unique tastes and showcase to the world that women, children and families can work together to produce something distinctive.

## DIVERSITY

Mersel Wine goes beyond wine production to reach others through giving back to our society. Our brand values focus on empowering women, being all-inclusive regardless of sex, ethnicity, status, religion or background.



## LET'S GET IN TOUCH

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