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♦ 60 seconds with Mary Choueiry, director of PR and MC at InterContinental Phoenicia Beirut



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## Chateau Kefraya makes the list of The World's Best Vineyards 2023





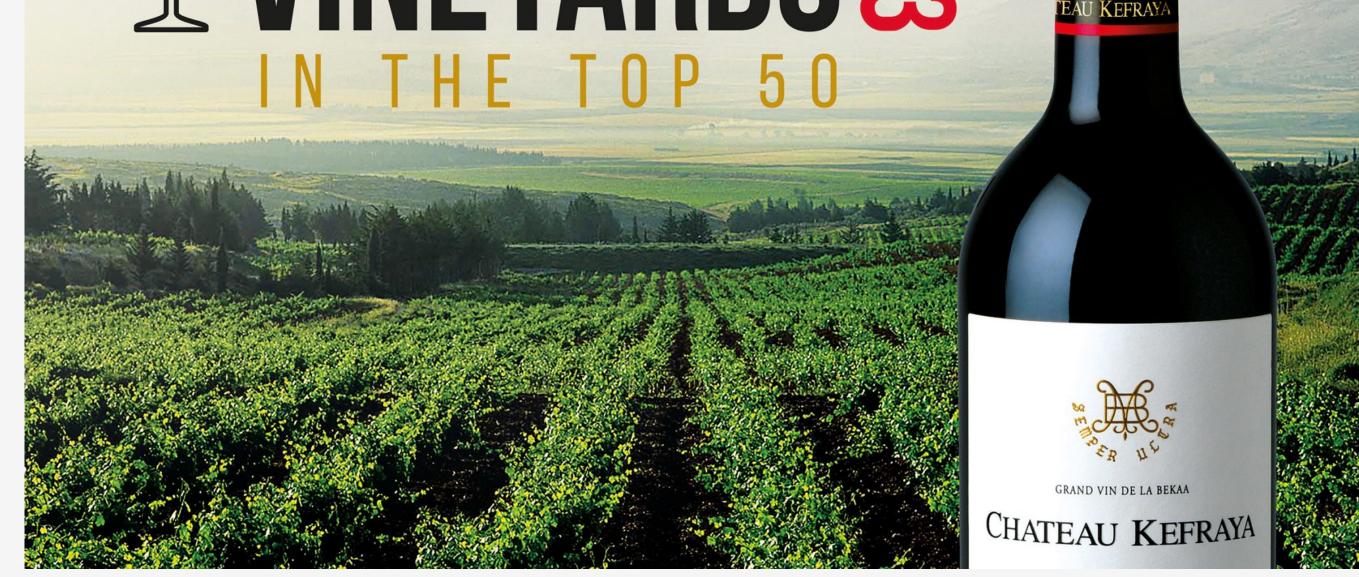
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# The World's Best Vineyards 2023 Top 50 list has been unveiled, showcasing exceptional vineyards around the world. Selected by over 500 wine and travel experts from across the globe, this top 50 list encompasses vineyards from five continents.

Chateau Kefraya, a leading winery in Lebanon, has secured a spot on this prestigious list, joining the ranks of legendary names such as Smith Haut Laffite, Pichon Baron, Yquem, and Marquès de Riscal. Over the years, Château Kefraya has earned a reputation for excellence that extends far beyond Lebanon's borders, garnering numerous awards and accolades.

In an official statement, Emile Majdalani, the business director of Château *Kefraya* said: "We are deeply honored to be recognized among the greatest vineyards worldwide, alongside legendary names. Our heartfelt gratitude goes out to all the world's wine lovers and our partners for making this possible. This remarkable accomplishment belongs to each one of you. Thank you for your unwavering support and appreciation. We are truly grateful for the opportunity to share our passion for winemaking with the world."

With a family legacy dating back generations, the Bustros family has owned and nurtured Château Kefraya since its inception in 1946. Perched atop a hill overlooking the Bekaa Valley, Kefraya boasts a history intertwined with Lebanon's ancient winemaking traditions and viticultural heritage, surviving massive crises, like the Lebanese civil war (1975-1990).

Today, the vineyard spans 300 hectares on the terraced slopes of Mount Barouk, offering breathtaking views of the Mediterranean Sea. Beneath the site lies the Yammouneh tectonic rift, contributing to the diverse soils that have remained unchanged since the Jurassic and Cretaceous periods. This rich soil diversity, along with varying exposures and altitudes, enables the cultivation of numerous grape varieties, from internationally recognized ones like Cabernet Sauvignon and Chardonnay to lesser-known gems like Carménère and Marselan. Additionally, Château Kefraya embraces indigenous white varieties like Obeidi, Merwah and Mekssessé, while also playing a vital role in reviving Lebanon's historic red varieties, Assouad Karech and Asmi Noir.

In the vineyard and the cellar, the convergence of tradition and sustainable practices is evident. Ancient ruins on the estate stand as a testament to the winemaking legacy of the Phoenicians and Romans, while the winery incorporates modern techniques, such as berry selection using an optical sorting table.

This latest achievement further solidifies Chateau Kefraya's position as a major player in the wine world, casting a well-deserved spotlight on Lebanese wines on the international stage.

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