

+961 3 700 061

info@offduty.shopping

cak@offduty.shopping

www.offduty.shopping



OFF DUTY

IMPORT . EXPORT . DISTRIBUTYION

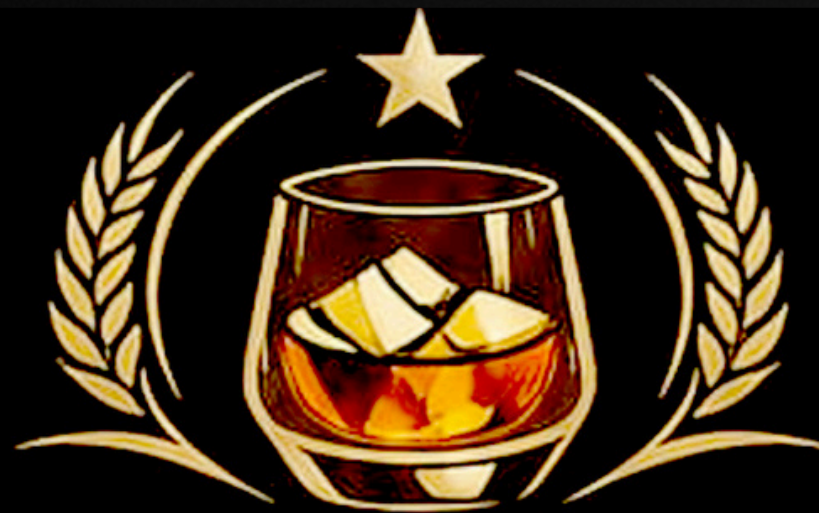
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WHISKEY

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OFF DUTY

IMPORT . EXPORT . DISTRIBUTION

PREMIUM SPIRITS. GLOBAL STANDARDS. LOCAL COMMITMENT.

MORE THAN A DISTRIBUTOR.
A PARTNER IN EXCELLENCE.

Founded in 2005 with more than 20 years of industry expertise. OFF DUTY is one of Lebanon's leading importers, exporters and distributors of premium spirits, representing more than 30 international brands across all major markets.



ESTABLISHED

2005

20+ YEARS OF INDUSTRY
EXPERIENCE



30+

INTERNATIO
NAL BRANDS



IMPORT
EXPORT
DISTRIBUTION

GLOBAL REACH
LOCAL EXPERTISE



WAREHOUSES

IN BEIRUT &
DUTY FREE



SERVING

OFF-TRADE
ON-TRADE
DUTY FREE

WHAT SETS OFF DUTY APART?



UNCOMPROMISING QUALITY:

We partner only with world-class producers to bring authentic, premium and award-winning spirits to the market.



UNRIVALED DIVERSITY:

From Scotch, Single Malt, Single Cask, Bourbon to Aged & Limited Editions, our diverse portfolio satisfies every taste and occasion.



CUSTOMER-CENTRIC APPROACH:

We build long-term relationships through reliability, flexibility and a deep understanding of our customers' needs.



EXCELLENCE IN SERVICE:

Fast response, professional support and a dedicated team that go the extra mile to ensure your success.



MARKET LEADERSHIP:

Pioneers in introducing Single Malt Whisky to Lebanon, we continue to shape the premium spirits culture.



OUR ADVANTAGE VS. COMPETITORS:

COMPARED TO LOCAL COMPANIES:

- ✓ Wider and more premium portfolio,
- ✓ International standards in storage, handling
- ✓ and logistics, Stronger buying power & better
- ✓ market access, Professional sales &
- ✓ marketing support, Long-term vision and
- ✓ strategic partnerships.

COMPARED TO REGIONAL & INTERNATIONAL PLAYERS:

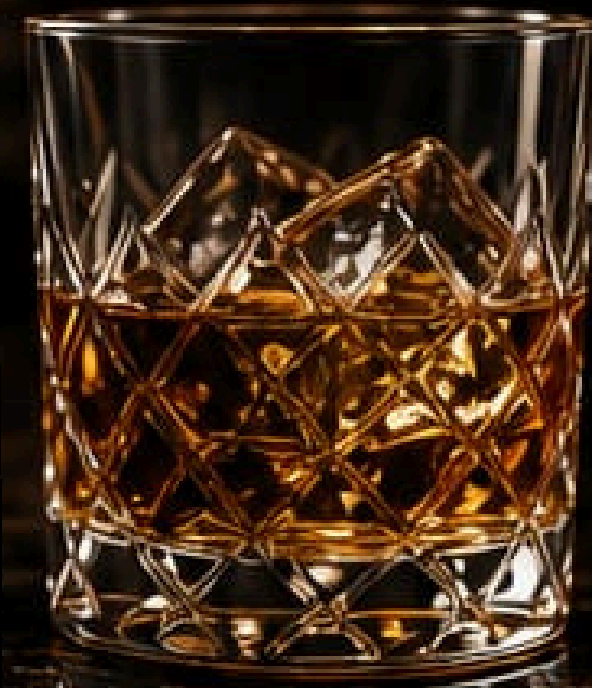
- ✓ Deep understanding of the Lebanese
- ✓ market, Agile, customer-focused and hands-
- ✓ on approach, Strong local infrastructure &
- ✓ fast delivery, Built on trust, relationships and
- ✓ reputation, Competitive pricing with
- ✓ premium positioning.



PREMIUM SPIRITS. IMPORT . EXPORT . DISTRIBUTION

A LEGACY OF EXCELLENCE

Since 2005, OFF DUTY has been shaping Lebanon's premium spirits landscape through expertise, passion, and a commitment to excellence.



A LEGACY OF EXCELLENCE

Built on more than two decades of industry knowledge, OFF DUTY has grown into a trusted partner for retailers, hospitality operators, and international producers seeking strong market presence and sustainable brand growth

Today, the company manages a diverse portfolio of premium and luxury spirits, serving consumers through a comprehensive distribution network covering retail, hospitality, and travel retail channels..



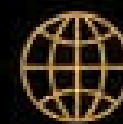
MARKET LEADERSHIP:

OFF DUTY has established itself as a key player in the Lebanese spirits industry by consistently identifying market opportunities and introducing premium categories that elevate consumer experiences.

Among its pioneering achievements, the company was one of the first to actively promote Single Malt Whisky culture in Lebanon, contributing to the growth of the premium whisky segment and creating new opportunities within the market.



WHAT WE DO ?



IMPORT & EXPORT

Connecting global producers with local and regional markets through reliable sourcing, logistics, and commercial expertise.

OFF-TRADE:

Specialty liquor stores, Supermarkets, Premium retail outlets, Duty Free operations.



DISTRIBUTION:

Delivering premium spirits across multiple channels:

ON-TRADE:

- Luxury hotels, Fine dining establishments, Premium bars and lounges, Exclusive hospitality venues.

EXPERTISE IN
PREMIUM WHISKY:

OFF DUTY specializes in some of the world’s most respected whisky categories:

- Scotch Whisky,
- Single Malt Whisky,
- Single Cask Whisky,
- Bourbon Whisky,
- Rare & Aged Expressions,
- Limited Releases.

Through deep product knowledge and market understanding, the company continues to support the growth of premium whisky appreciation among consumers and hospitality professionals alike.



5

INFRASTRUCTURE
& LOGISTICS:

Supported by strategically located warehousing facilities in Beirut and Duty Free zones, OFF DUTY ensures efficient inventory management, product integrity, and reliable nationwide distribution.

Our infrastructure allows us to respond quickly to market demands while maintaining the highest standards of service and operational excellence.



6

LOOKING FORWARD:

As consumer preferences continue to evolve, OFF DUTY is expanding its focus toward:

- Luxury and ultra-premium spirits,
- High-end hospitality partnerships,
- Experiential brand activation,
- Premium whisky education and culture, Sustainable long-term market growth.

The company’s future strategy is centered on strengthening its presence within the On-Trade sector while continuing to lead the premium spirits category through innovation, expertise, and market insight.



5

 VISION

To become the benchmark for premium spirits distribution in Lebanon and the region, recognized for innovation, professionalism, and long-term value creation.

 MISSION

To build exceptional brands, create meaningful partnerships, and deliver outstanding products and experiences to customers across every market segment.

7

8

PREMIUM SPIRITS.
IMPORT . EXPORT . DISTRIBUTYION

SINCE 2005



PREMIUM SPIRITS. IMPORT . EXPORT . DISTRIBUTYION



Founded: 2005



Experience: 20+ Years in the Alcohol Industry



Business: Import • Export • Distribution



Coverage: Off-Trade • On-Trade • Duty Free



Specialization: Premium & Luxury Spirits





OFF DUTY

PREMIUM SPIRITS
IMPORT . EXPORT . DISTRIBUTION

A LEGACY OF EXCELLENCE
SINCE 2005



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OUR STORY

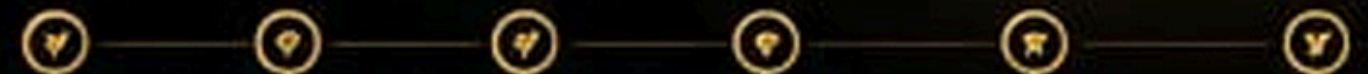
A LEGACY BUILT ON PASSION, EXPERTISE, AND TRUST

Since 2005, OFF DUTY has been at the forefront of Lebanon's premium spirits industry, building a reputation founded on expertise, integrity, and an unwavering commitment to quality.

What began as a vision to bring world-class spirits to the Lebanese market has evolved into a trusted company serving retailers, hospitality operators, and discerning consumers across the country.

Over the years, OFF DUTY has developed strong relationships with international producers and industry partners, allowing the company to curate a portfolio that reflects excellence, authenticity, and innovation.

MILESTONES



2005

Founded with a vision to introduce premium spirits to the Lebanese market.

Industry Pioneer

Among the early promoters of Single Malt Whisky culture in Lebanon.

International Growth

Established strong partnerships with global producers and suppliers.

Multi-Channel Distribution

Expanded successfully across Off-Trade, On-Trade, and Duty Free sectors.

Strategic Infrastructure

Developed warehousing and logistics in Beirut and Duty Free facilities.

Future Focus

Continuing to expand within luxury hospitality and premium spirits categories.

“

For nearly two decades, our success has been built on one simple principle: delivering exceptional products, creating lasting partnerships, and exceeding expectations every step of the way.”

”

MARKET LEADERSHIP

03

OFF DUTY has established itself as a key player in the Lebanese spirits industry by consistently identifying market opportunities and introducing premium categories that elevate consumer experiences.

Among its pioneering achievements, the company was one of the first to actively promote Single Malt Whisky culture in Lebanon, contributing to the growth of the premium whisky segment and creating new opportunities within the market.



Years of
Industry
Expertise



30+
International
Brands



Strong Presence Across
Lebanon Retail, Hospitality &
Travel Retail

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WHAT WE DO

04



IMPORT & EXPORT

Connecting global producers with local and regional markets through reliable sourcing, logistics, and commercial expertise.



DISTRIBUTION

Delivering premium spirits across multiple channels:

OFF-TRADE

- Speciality liquor stores
- Supermarkets
- Premium retail outlets
- Duty Free operations

ON-TRADE



GLOBAL
SOURCING



RELIABLE
LOGISTICS



STRONG
PARTNERSHIPS



MARKET
EXPERTISE

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EXPERTISE IN PREMIUM WHISKY:

05

OFF DUTY specializes in some of the world’s most respected whisky categories:

- Scotch Whisky,
- Single Malt
- Whisky
- Single Cask Whisky
- Bourbon Whisky,
- Rare & Aged Expressions,
- Limited Releases.



Through deep product knowledge and market understanding, the company continues to support the growth of premium whisky appreciation among consumers and hospitality professionals alike.

QUALITY ASSURED

AUTHENTIC PORTFOLIO

EXPERT KNOWLEDGE

CONSUMER EDUCATION

MARKET GROWTH

INFRASTRUCTURE & LOGISTICS

06

Supported by strategically located warehousing facilities in Beirut and Duty Free zones, OFF DUTY ensures efficient inventory management, product integrity, and reliable nationwide distribution.

Our infrastructure allows us to respond quickly to market demands while maintaining the highest standards of service and operational excellence.



Strategic Warehousing in Beirut & Duty Free Zones

Efficient Inventory Management

Temperature Controlled Storage

Product Integrity & Quality Assurance

Nationwide Distribution Network

WHY OFF DUT ?

WHAT SETS US APART

07



PREMIUM PORTFOLIO

Carefully curated selection of premium and luxury spirits from the world's most respected producers



MARKET EXPERTISE

Deep understanding of the local market and consumer preferences.



STRONG PARTNERSHIPS

Long-term relationships built on trust, transparency, and mutual growth.



RELIABLE SERVICE

Commitment to excellence in every step of our operations.



PASSION FOR EXCELLENCE

Driven by passion for spirits and dedicated to creating exceptional experiences.



VISION & MISSION

08



OUR VISION

To become the benchmark for premium spirits distribution in Lebanon and the region, recognized for innovation, professionalism, and long-term value creation.



OUR MISSION

To build exceptional brands, create meaningful partnerships, and deliver outstanding products and experiences to customers across every market segment.



INNOVATION



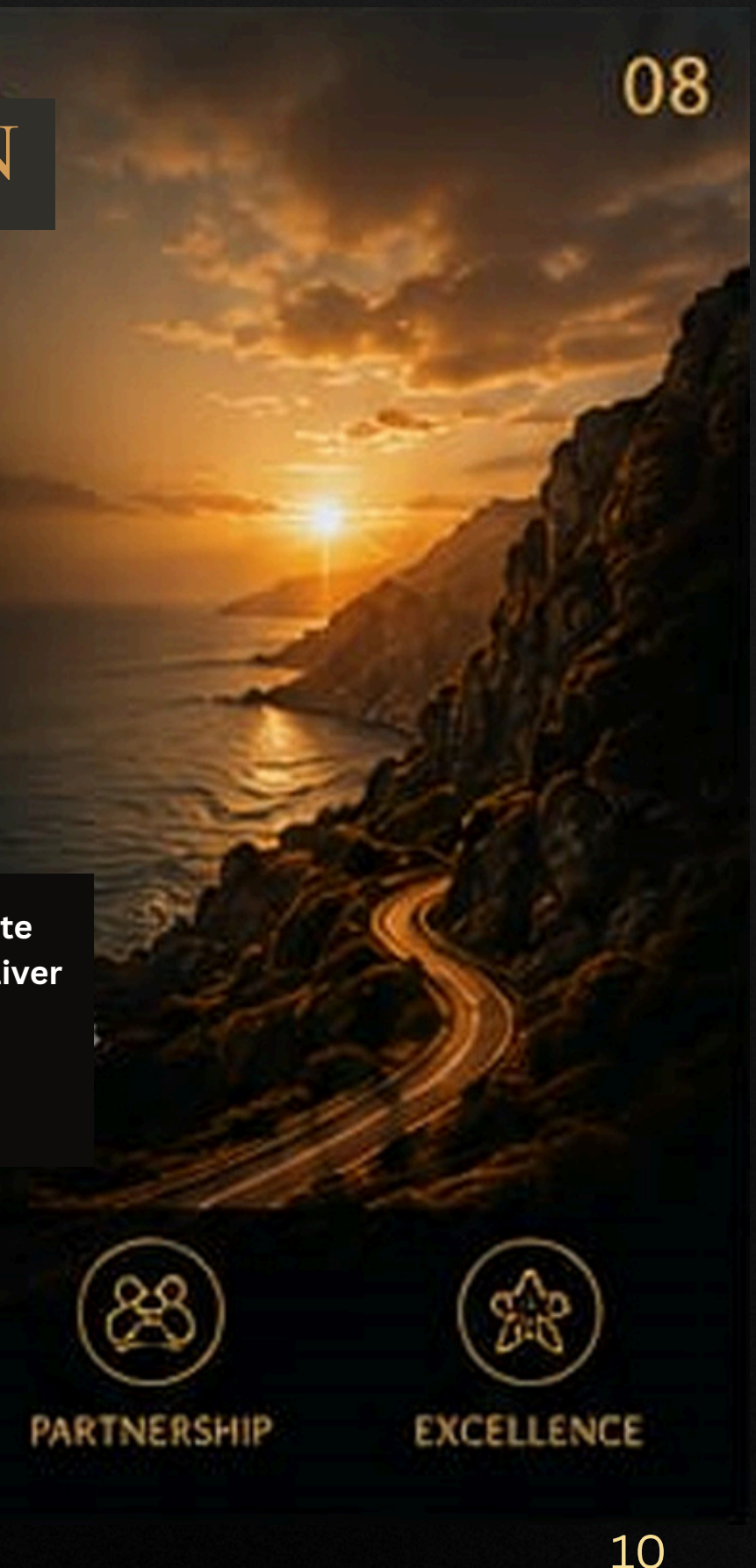
INTEGRITY



PARTNERSHIP



EXCELLENCE



LOOKING FORWARD

As consumer preferences continue to evolve, **OFF DUTY** is expanding its focus toward:

-  Luxury and ultra-premium spirits
-  High-end hospitality partnerships
-  Experiential brand activation
-  Premium whisky education and culture
-  Sustainable long-term market growth

The company's future strategy is centered on strengthening its presence within the On-Trade sector while continuing to lead the premium spirits category through innovation, expertise, and market insight.

and market insight.



OUR PARTNERS

COLLABORATING WITH THE WORLD'S FINEST

Glen Scotia
Single Malt Scotch Whisky



TAMDHU
SPEYSIDE SINGLE MALT
SCOTCH WHISKY

Littlemill
1772



& MANY MORE ..

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PARTNERS IN EXCELLENCE

OUR CHANNELS

We deliver excellence across every channel



OFF-TRADE

Reaching consumers through specialty stores, supermarkets, and premium retail outlets.



ON-TRADE

Partnering with luxury hotels, fine dining restaurants, bars and lounges.



DUTY FREE

Serving spirits travelers through Duty Free stores at airports and border locations.

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Founded 2005



Experience 20+ Years in the Alcohol Industry



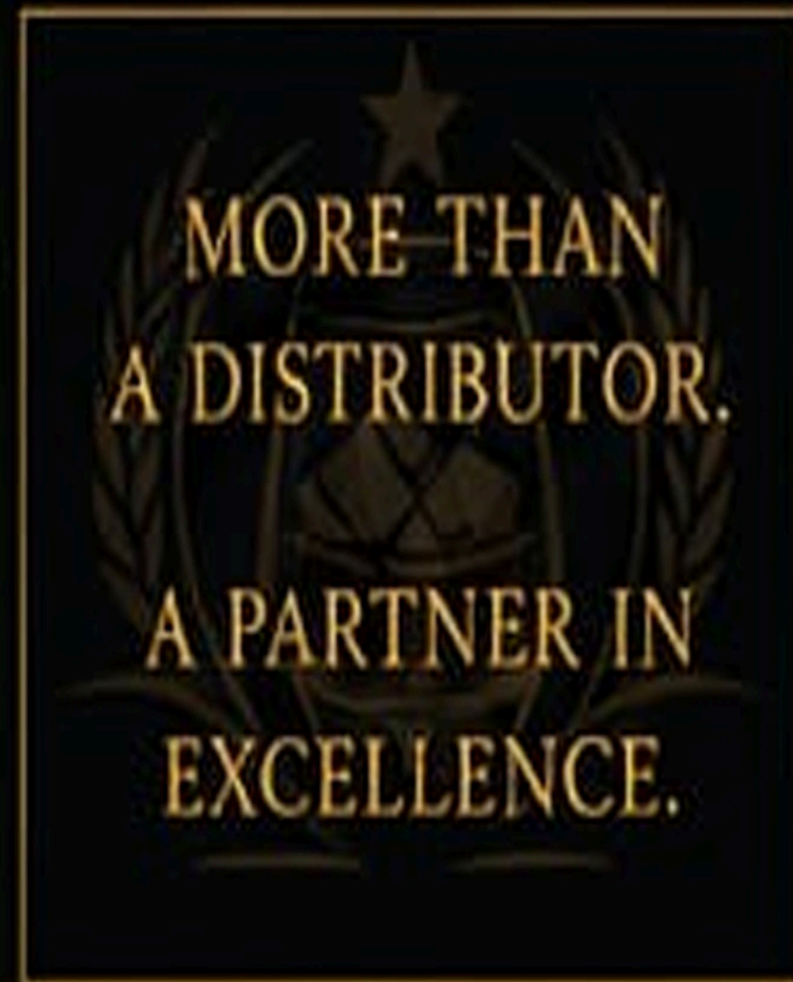
Business Import • Export • Distribution



Coverage Off-Trade • On-Trade • Duty Free



Specialization Premium & Luxury Spirits



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IMPORT • EXPORT • DISTRIBUTION



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