



OFF DUTY

IMPORT • EXPORT • DISTRIBUTION

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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.

Today, with more than 20 years of industry expertise, OFF DUTY continues to shape the future of premium spirits by combining global standards with deep local market knowledge.

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.

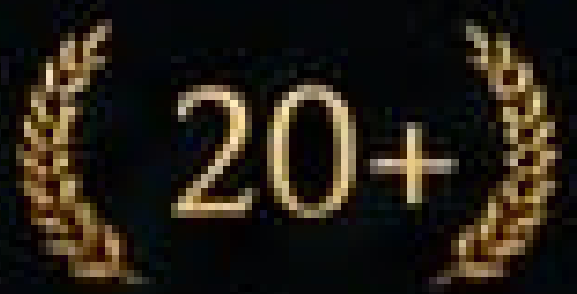


MARKET LEADERSHIP

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



Years of Industry Expertise



International Brands



Strong Presence across Lebanon Retail, Hospitality & Travel Retail

WHAT WE DO

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

- 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 Whiskey
-  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.



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



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

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.

OFF DUTY

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.



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.

OUR PARTNERS

COLLABORATING WITH THE WORLD'S FINEST

MACALLAN

Glenfiddich

LAPHROAIG

JOHNNIE WALKER

Hennessy
COGNAC

RÉMY MARTIN
COGNAC

& MANY MORE...

We are proud to represent more than 30 international brands, building strong relationships based on trust, performance, and shared success.



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Premium Spirits
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Founded 2005



Experience 20+ Years in the Alcohol Industry



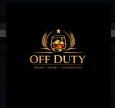
Business Import • Export • Distribution



Coverage Off-Trade • On-Trade • Duty Free



Specialization Premium & Luxury Spirits



MORE THAN A DISTRIBUTOR. A PARTNER IN EXCELLENCE.



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