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HALLAB 1881





History

In 1881, the Lebanese northern port city of Tripoli, renowned for its ancestral grandeur and rich heritage, witnessed the dawn of a new world of traditional oriental sweets... It saw the birth of the Abdul Rahman Hallab house of sweets. The Abdul Rahman Hallab eclectic range of oriental sweets soon grew to become the most famous confections brand not only in Lebanon but also in the whole region. Exquisite, rich and unbeatably delectable, the Abdul Rahman Hallab sweets assortment attracted sophisticated palates and won over the hearts of millions of authentic dessert connoisseurs. Building on the success of their father, Abdul Rahman Hallab's sons continued to carry the torch, setting up in their grandfather's house the now celebrated Abdul Rahman Hallab & Sons' "Kasr el Helou", which has asserted itself as an empire in its own right.

"Kasr el Helou" ... a Jewel in Tripoli's Crown

Enhancing the authenticity of oriental sweets through a unique know-how and reflecting the beauty of characteristic oriental architecture, "Kasr el Helou" is considered today as one of Tripoli's most renowned tourist sites, and is visited by scores of people from across the world.



An unrivaled name

What began as a traditional range of oriental sweets has over the years widened to include a delightful variety of products, all unique for their authentic taste and bearing the Abdul Rahman Hallab & Sons signature secret, which remains the source of wonder and admiration of everyone. Is it the unique freshness of ingredients? Or perhaps it is the outstanding skillfulness of preparation? Or is it the superior quality exhibited in every single piece? The secret lies in the combination of all three factors, thus granting the sweets of Abdul Rahman Hallab & Sons this distinctive essence and making Abdul Rahman Hallab & Sons the unrivaled name in the world of oriental sweets.





Borma Pine Nuts
(Twists)



Borma Pistachio
(Pistachio Twists)

A Comprehensive Range of Lebanese Sweets that Awakens the Senses

Since 1881, and from the heart of the ancestral city of Tripoli, Abdul Rahman Hallab has been a name synonymous with original taste and traditional flavor in the world of oriental sweets. And today Abdul Rahman Hallab & Sons proudly sets the benchmark for premium oriental sweets. It is famed for the "Hallab Traditional" range, an assortment of delicacies made of the freshest ingredients based on outstanding know-how where superior quality can be relished in every single piece.

The Famous Baklava Mix

The Abdul Rahman Hallab & Sons widely known Moushakal (mix) assortment includes the following scrumptious sweet treats: Baklava (Pine nuts and Pistachio), Borma (Pine Nuts and Pistachio), Kol w Chkor (Pine Nuts and Pistachio), Laffet el Kadi, Basma (Pistachio and Walnuts), Assabeh (Pistachio and Pine Nuts), Bellawrieh, Borma Chamiyeh ... Whether savored in volumes or individually, these pieces offer a full sensual experience.



Baklava Pine Nuts



Baklava



A Wide Array of Oriental Sweets

The long list of oriental sweets varieties by Abdul Rahman Hallab & Sons includes: Kaak bi Knefeh, Kash-ta Knefeh, Chocolate Knefeh, Cheese Knefeh, Halawet El Jeben, Znoud El Sitt, Ward El Cham, Katayef, Hala-wet El Riz, Halawet El Jannah, Basma, Taj El Malak, Kellej, Mafroukeh, Kashta Fatayer, Walnut Fatayer, Mad Kashta, Hrisseh, Karbouj, Maamoul (Dates, Pistachio, Walnuts, Mad and Kashta), Miramar, Nammoura, Seni-oura, Jazarieh, Gazel el Banet, Barazek, Tamara... Beyond merely pleasing the palate, each of these items is a tasteful piece of art.



Kellaj



Bassma



Mafroukeh



Ward El Cham



Halawet Al Jeben



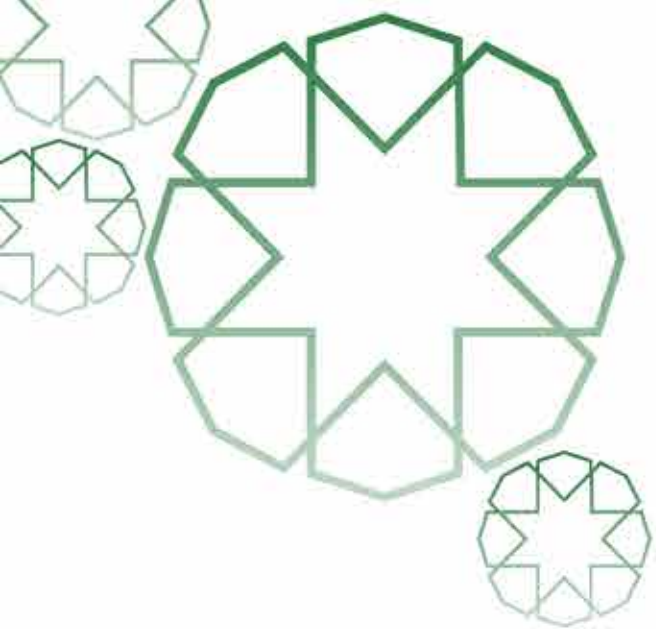
Knefeh Cheese



Znoud El Sit



Kashta Pie



**Renovating the
Traditional...
Authenticity that
Rolls with the Times**



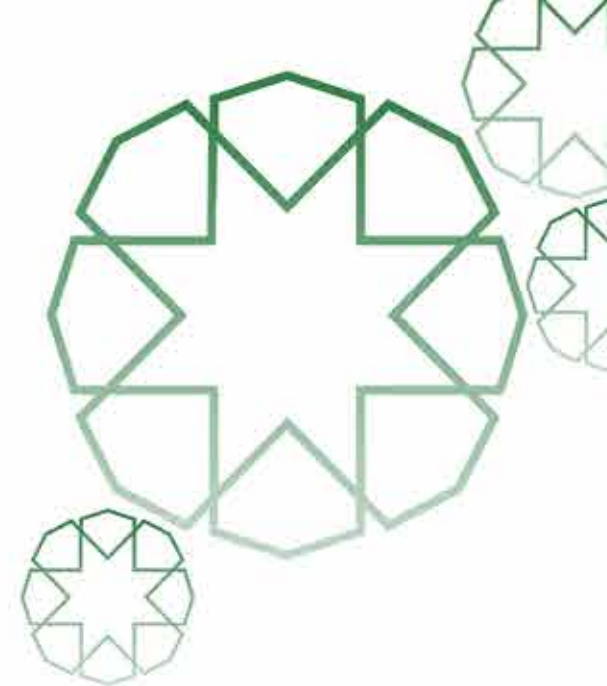


A New Line of Products

Besides upholding traditions by staying true to the authenticity of sweets, Abdul Rahman Hallab & Sons has also strived for renovation to keep up with the times and stay on par with modern lifestyles. And to tailor to discerning customers, it has created a whole new line of products.

Hallab Lite" ...Sugar Free"

In line with its effort to roll with the times, Abdul Rahman Hallab & Sons created "Hallab Lite", a forward-thinking concept that has caused a real revolution in the world of oriental sweets. Ingeniously combining delicious taste with low-calorie intake, "Hallab Lite" has since its launch generated unexpectedly high market demand never before achieved by similar products on the market. "Hallab Lite" also thrives on an ongoing determination to maintain the same level of skillfulness, quality and authenticity demonstrated in the "Hallab Traditional" range. The "Hallab Lite" exhaustive range of sugar free, guiltless pleasures contains natural sweeteners only, making it ideal for diabetics and individuals following a special diet program.



East Meets West

In addition to its full range of authentic and traditional sweets, Abdul Rahman Hallab & Sons is the first to launch a unique new line of products that artistically mixes East with West, oriental with occidental, exhibiting the best of both worlds. The culmination of these efforts includes Chocolate infused Knefeh and Knefeh with Croissant.





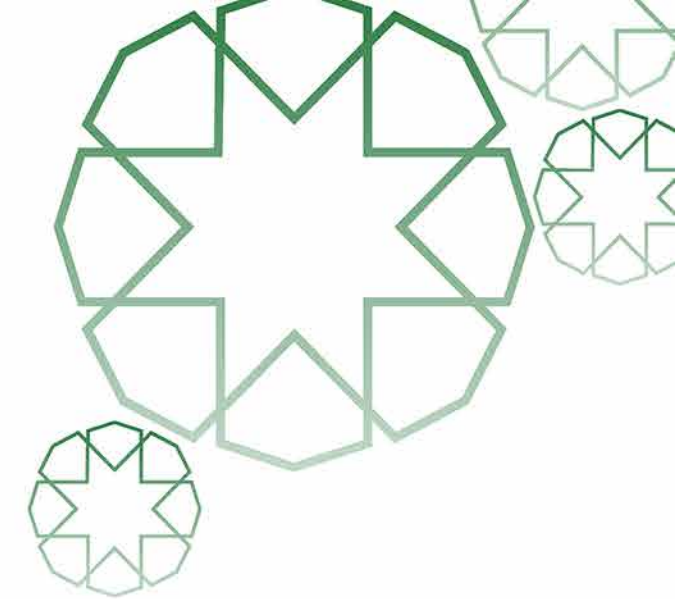
Knefe Cheese



Ward El Kasr



Knefe Croquant



Knefe Croissant



Fondant EL Kasr



Mixed Pastries



Lahem bi Ajeen



Croissant

Pastries... An Experience Worth its Salt

Abdul Rahman Hallab & Sons likes to tickle all taste buds, which is why it has perfected its unique salted pastries range, offering rich and crispy choices like Lahem Bil Ajeen, Djei Bil Ajeen, Soja Bil Ajeen, Ouzi (Meat and Chicken), along with an eclectic mix of other pastries (Mouvajjanat).

"Al Kasr" Ice Cream

Abdul Rahman Hallab & Sons' all-natural ice creams top the list of oriental ice cream brands, as they accentuate the original taste of yesteryear in a multitude of special essences such as Kamareddine, Kashta, Almond, Hazelnut, Pistachio and Crunch, as well as other refreshing flavors like Lemon, Mint, Peach, Strawberry, Banana, Blackberry, Melon, Mango, Kiwi and Apricot among others.



Occidental Sweets and Cakes

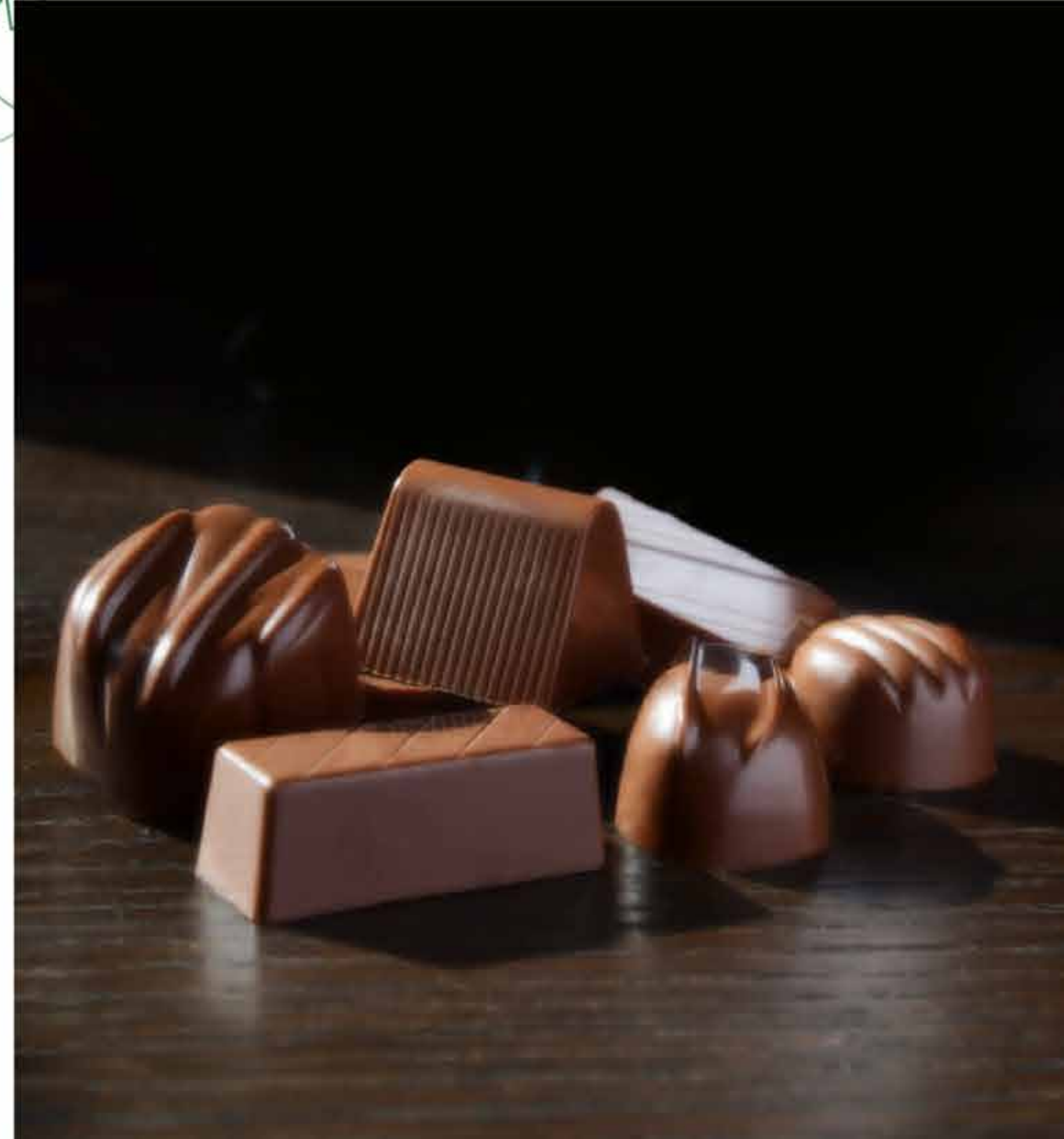
Patisserie “Le Palais”

In order to constantly satisfy its clients' diversified tastes, Abdul Rahman Hallab & Sons established a special division for occidental sweets, making it a one-stop destination for sweet living. At Patisserie “le Palais”, we offer a rich and exhaustive range of cakes in addition to croissants and petit fours.



Chocolate “Le Palais”

Chocolate “le Palais” features premium chocolates, which were produced using topmost standard ingredients. We have additionally developed a line of Sugar Free Chocolates to help our trusty clients maintain a healthy, sugarless lifestyle. Chocolate “le Palais” — both regular and sugar free — caters to all your wedding, cocktail and birthday receptions and events.



"Hallab Hafalat" ... Catering To All Your Happy Events

Abdul Rahman Hallab & Sons has established yet another new division, one especially dedicated to bringing every occasion and happy event imaginable to life. "Hallab Hafalat" is a full catering service that enriches your parties and banquets with the most elaborate varieties of oriental, occidental and international cuisines. Over 150 chefs and a huge team of catering and service specialists are on-hand to provide you with the most exquisite taste and impressive professional service.

"Hallab Hafalat" comes with many perks including the complete and luxurious "Sweets Corner", which has become a national trademark of Abdul Rahman Hallab & Sons. This section is adaptable to the location of your choice, whether your house, a hotel, a reception hall or any other venue. Carried out live by our experienced chefs, the sweets preparation demonstration ritual has turned into something of national folklore. The A-Z catering service includes chefs, service staff, tables, seats, tableware, decoration as well as the "Zaffeh", and serves anywhere between 10 to 1000 seated guests for both à la carte meals and banquets.

Abdul Rahman Hallab & Sons heeds your wishes and demands, thus catering to your diverse needs. That is why people rely on Abdul Rahman Hallab & Sons to carve happy memories out of their treasured occasions year after year.





Salle 1881 Restaurant

Set in the prestigious "Kasr el Helou", Salle 1881 restaurant welcomes its clients throughout the week, offering them on a daily basis three different kinds of traditional and international platters ("Plats du Jour"), all of which are prepared with ultimate professionalism for the best achievable taste and quality.



"Le Palais" Cafe Terrace

If you are looking to savor the most mouthwatering Abdul Rahman Hallab & Sons specialties in open air, look no further than "Le Palais" Café Terrace located at kasr El Helou Tripoli. The terrace attracts all those who fancy spending a pleasant time outdoors and sink their teeth into our famous sweets, ice creams and cakes, without forgetting of course the wide range of complementary products prepared by our master chefs

Le Palais Banqueting Room

Designed to host all sorts of receptions, parties, meetings as well as other special occasions such as birthdays and weddings, "Le Palais" Banqueting Room located at kasr El Helou Tripoli has been equipped to receive more than a hundred people in a warm and welcoming atmosphere where excellent service and great attention to detail blend most seamlessly. It is the ideal place for all kinds of gatherings from business meetings to friendly get-togethers over lunch and/or dinner. Reservation is required.

Packaging and Export

Following long research and extensive investigation, Abdul Rahman Hallab & Sons 1881 s.a.l. has de-veloped and mastered both processing and packaging methods that preserve the quality, taste and aroma of its traditional Arabic sweets for up to a year from production date.

Food technology experts and researchers, and in cooperation with our high-tech laboratory, studied the Accelerated Shelf Life of our items, making this breakthrough packaging and special handling procedure attainable. Consequently, extending the shelf life of our products has permitted us to dis-tribute our locally produced confections and treats far and wide across the globe.

In addition to our boxed up packages that include individually wrapped sweets, we are the proud inventors of a new processing concept, whereby we bake sweets in trays, which are exported to our distributors worldwide. And since we take care to preserve the highest standards of quality, we follow stringent, internationally recognized packaging and transportation conditions. Therefore, all our items are treated with nitrogen flush and are individually wrapped or displayed in trays in international shops.

Such measures combined, make Abdul Rahman Hallab & Sons 1881 s.a.l. proud to present its faithful customers around the world the freshest Arabic sweets all year long.

An Outstanding E-Commerce Service and Superior Quality Delivery.

Abdul Rahman Hallab & Sons also ensures first-rate service to its clients, www.hallab.com.lb. In order to make that possible, Abdul Rahman Hallab & Sons has developed yet another inventive packaging system designed to keep sweets containing fresh cream in an excellent condition for up to 72 hours since preparation.

Abdul Rahman Hallab & Sons additionally has over 30 specially equipped delivery vehicles that meet the demands of all Lebanese regions within a matter hours. That, coupled with the 86 worldwide countries that it delivers its products to via international couriers, makes Abdul Rahman Hallab & Sons the uncontested leader in the sweets industry with a production exceeding two-thirds of Tripoli's whole sweets production volume.



Franchise System

We have developed a resilient franchise system that is based on a strong brand, which has demonstrated economic stability and continuous development and preserved a name that has been shining like gold for over a century.

this lucrative venture. We are expanding onto the international market at an exponential rate—and we invite potential franchisees to learn more about

Expansion

The marketing strategies of Abdul Rahman Hallab & Sons are regularly updated and developed in line with market demands and constant transformations. Subject to continuous renewal, the marketing division requires extremely accurate knowledge of the worldwide market and trends in order to measure competitiveness and realize successful expansion.



Operation

A Professional Team

Featuring an army of operation managers, food service specialists and experienced hospitality professionals, the Abdul Rahman Hallab & Sons team is one of the most able and competent in its field, which makes the trusted brand an authority in the industry.

Ongoing In-house Training

In accordance with Abdul Rahman Hallab & Sons' constant development goals, a full-fledged training facility and a group of in-house experts and trainers provide internal professional training to suitable candidates who join the Abdul Rahman Hallab & Sons team. Competent trainees will be retained and offered a special job opportunity in our continuously growing team of professionals.



An Ultramodern Factory

Our gargantuan factory is spread across a 12-floor building that has been fully equipped with state-of-the-art and ultra-sophisticated machinery. The factory is a real beehive where tens of chefs and specialists in oriental and occidental sweets, pastries, ice cream, confectionaries and chocolate work day in and day out to ensure the highest levels of quality and customer satisfaction. Moreover, a specially furnished fresh cream factory was also set up in Abdeh, Akkar region to cover the daily production requirements of Abdul Rahman Hallab and Sons.

Certification awards

At Abdul Rahman Hallab & Sons, meeting customers' needs and maintaining their loyalty are our unending priority. The company has, therefore, implemented the food safety and quality management system by earning both the ISO (22000:2005) and ISO (2008 :9001) certifications in order to achieve and sustain a high level of safety for our customers.

ISO (22000:2005) is a system that controls food safety hazards and ensures the production of healthy edibles, while ISO (:9001 2008) is a to lead businesses to topmost performance levels.system that documents the structure, responsibilities and procedures required to achieve effectivequality management. This system is proven

At Abdul Rahman Hallab & Sons, we stress compliance with the international food regulations during all stages of processing. For that reason, we follow and monitor food hygiene requirements (including proper hand washing methods; personnel hygiene; prevention of cross-contamination). We also strictly control raw materials (laboratory examination) in the case of both intermediate and final products. Furthermore, we maintain close cooperation with our select suppliers; and this, in turn, guarantees the premium quality of our products.



Branches

Lebanon

-Tripoli (Main Branch):

Head Office-Tripoli, Riad El Solh Street

Telephone Number: +961-6-444555, 1881

-Beirut Raffic Hariri International Airport –Duty free shop:

Departure – Duty Free area

Telephone Number: +961-3-292928, +961-3-499929

-Spinneys Jnah:

Jnah

Telephone Number: +961-1-837837, +961-3-034646

-Akkar:

Akkar, Abdeh Highway

Telephone Number: +961-6-471212

-Kousba:

Kousba, Main Road

Telephone Number: +961-6-511881

-Sin El Fill:

Sin el fill highway, Ariss center

Telephone number: +961-1-501881

-Karout Mall:

Chiyah, Gallery Semaan

Telephone number: +961-1-271881

-Jounieh:

Jounieh, Sarba Highway, Before Soldini Bridge

Telephone number: +961-9-911881

-Jbeil:

Jbeil, Jbeil Roundabout, Centre Roukoz Zgheib

Telephone number: +961-9-541881

-Chtoura:

Chtoura Main Road, Jdita

Telephone number: +961-8-541881

-Zouk:

Zouk Mosbeh, Main Road, Before NDU roundabout

Telephone Number: +961-9-226543

-Antelias:

Antelias, Bikfaya Highway

Telephone number: +961-4-448810

Cellphone number: +961-79-188179

Kuwait

Kuwait Country:

-Hawali, Beirut Street, مجمع الأطباء Doctors Complex, Tel: +965 96651881

-Avenues Mall, Shop 1 , The Souk , Rai, Tel: +965 94760381

-Avenues Mall, Shop 2 , The Souk , Rai, Tel: +965 94760381

-Salmiya, Marina Mall, Salem El Mubarak Street, Tel: +965 97381881

-Salmiya, Marina Crescent (Seasonal), Tel: +965 90961881

Saudi Arabia

Kingdom of Saudi Arabia:

-Riyadh: King Abdul Aziz Road intersection , Prince Abdulaziz Bin Msaïd Bin Jelwi Street ,Suleimania , near Nissan show Room Tel : +966 112175544-
+966 112174455

-Khobar: King Khaled street, Dammam, Khobar coastal road,
Al-Mosa Complex Shop No. 10, Tel : +966 138968740