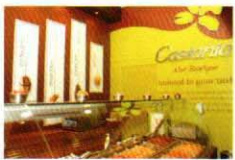




Al Balad Restaurant has launched a new branch in Doha, Qatar with Al Mannai Hospitality. Founded in 1999 in the heart of Beirut, the restaurant quickly made a name for itself as a specialist in reinvented Lebanese cuisine, served in a casual, convivial setting. Building on its early local success, Al Balad expanded across the Middle East, with branches in Saudi Arabia and Kuwait, and has ongoing plans to expand its franchise globally.



Casper & Gambini's: After 15 years of a successful presence on the market, Casper & Gambini's goes back to its roots. Starting off with its famous tagline "Everybody must eat to live; some people eat to live longer!" launched in 1996. The award-winning chain decides to celebrate a re-run. The unique and authentic tagline will shine again next to the name of "Casper & Gambini's" and across all the brand's communication to remind people of the concept's lifelong raison-d'être.



Castania : After rapid growth since 1985, Castania now offers a wide array of premium products – from nuts chocolates, dried fruits, coffee, to Arabic delights – in more than 38 countries. In 2008, it introduced the Nut Boutique concept, which grew into a franchise of seven stores with a strategic partnership with Alshaya, the region's leading retailer. Over the next five years, Castania and Alshaya are expected to grow the network to more than 80 boutiques around the world. Castania is also launching an online boutique.



Coldwell Banker celebrated its 8th Anniversary on the Lebanese market with a Gala Dinner held at Portemilio Hotel & Resort – Kaslik, where friends, customers, franchisees and team members shared in the celebrations and applauded the 2011 Awards winners. A Royal "President with Excellence" was offered to CEO, Mr. Elie Harb.



Colortek : KASAA GROUP HOLDING (KGH) enters into a definitive share purchase agreement with Colorful Holdings, pursuant to which KGH will become a major shareholder with its subsidiary, The Little shop (TLS), a company incorporated under the laws of France and based in Nice. KGH will extend its Colortek retail activities to Europe with the distribution of its products under the brand The Little Shop of Colors® in more than 47 retail outlets in France, Belgium, Great Britain, Italy, Malta, & Switzerland.



Crepaway has recently opened its latest outlet in CityMall. The restaurant is located along the huge glass façade giving over the highway, offering lots of sunlight. Located just below the movie theaters, it allows movie-goers to enjoy a good bite before their show or shopping spree. Crepaway CityMall offers its classic menu, with all the brand's classics and all-time favorites.



Darling's touch : After a long agreement with Harvey Nichols, Darling's touch has recently signed a partnership agreement with Al

Sawani group in Saudi Arabia.

This partnership aims to distribute Darling's touch collections in all Al Sawani department stores followed by "The shop in shop" concept, In Riyadh, Jeddah and Khobar.



Dent De Lait : We received some interesting news regarding Dent De Lait nursery.

LFA member "Dent De Lait" has been granted the pre-school license from the Lebanese Ministry of Education.

Dent De Lait is now officially a nursery and a pre-school taking kids up to KG2 classes.



Fiesta Group is 17... and counting! In 2012, we will be expanding in the Arab and Gulf markets, where we already have footholds thanks to a network of connections and a number of implemented projects. In collaboration with Al Malki Group, FIESTA Group will establish a central hub in Jeddah, KSA, along with an Ashkal Styrofoam Workshop to produce high quality decorations for festivals, parties, cinemas, corporate events, weddings, and advertising materials. FIESTA Group will also have two representative offices in Jeddah and Riyadh to promote the company's products and services.



IPT earns 2011 Rebrand Global Awards: Under the patronage of LFA President Charles Arbid, LFA member Issa Petroleum Trading (IPT) announced that it was selected as one of the most effective rebrands at the 2011 REBRAND Global Awards.

President Arbid stated that this initiative was supported by LFA because "we believe in each innovative work that enhances the image of Lebanon as an incubator of innovation." Arbid stressed the importance of Branding in developing and promoting a trademark.

IPT Board Member, Dr. Tony Issa, considered the award as a sign of recognition and excellence, which IPT earned thanks to the long process of development and modernization it underwent, as well as for the more than 25 years of continuous work and effort.

TAGbrand's CEO Maya Karanouh expressed her pride at her company's role in rebranding IPT being awarded on an international level, stressing that a successful brand is more than a name or a slogan, but the ties it creates with its customers.



At **Semsom**, food lovers can become chefs thanks to the Recipe Hunt campaign. The second season of this culinary challenge has just begun. Tell your story; share your recipe, and may the tastiest recipes win!

Semsom is now in Lebanon, KSA and will soon be in Kuwait, Qatar, and Iraq. Log on to facebook.com/semsomlb