

A Beer from the Holy Land

Taybeh is a small Christian village of some 1300 people, located between Jerusalem and Jericho, not far from Ramallah. Taybeh received its present name during Salahdin's visit in the 12th century. In Arabic, it means "delicious". Its earlier name, Ephraim, is mentioned in the New Testament: "Jesus therefore walked no more openly among the Jews; but went thence unto a country near the wilderness, into a city called Ephraim." (John 11:54). Christians have lived here since the time of Christ.

Today, the village is known for "Taybeh Beer", the first Palestinian beer and the only microbrewery in the Middle East. This land of war and destruction was blessed with a brief ray of hope created by the Oslo Peace Agreement. In this atmosphere, brothers Nadim and David Khoury, with the help of their father Canann established a microbrewery in Taybeh that would support the family while strengthening the Palestinian economy. Taybeh Beer is produced according to the German purity law with no preservatives and no additives. The ingredients are all healthy and top quality: malted barley, imported from Belgium; hops, imported from the best place in the world to obtain hops Bavaria and Czechoslovakia; yeast, and pure water, from the local natural spring Ein Samia. Taybeh Beer is all natural and 100% Palestinian.



The new beer was so successful that it made history in Palestine – the first and only Palestinian product to be franchised and brewed in Germany under the Taybeh Beer license. Hundreds of newspaper articles were written as reporters were so curious about these people who invested millions of dollars to produce beer in an area where 98 percent of the population is Muslim. They invested their heart, soul and savings to help build up Palestine and its economy. There is a Canadian connection - some of the brewing equipment came from Canada.

To run a successful brewery is no small feat, but in these war-like conditions, the Khoury brothers are facing daily challenges so huge that we simply cannot hide our admiration and sympathy. We cannot even comprehend what they must go through... Checkpoints and curfews seriously hamper deliveries while supplies of key imports - British yeast, Belgian malt, German and Czech hops and Portuguese bottles - (all have to be imported) are at the mercy of the border authorities. It does not end here - sometimes fees and storage costs while awaiting export are more than the bottles are worth. They deserve an A for effort!



TAYBEH BREWING COMPANY, PALESTINE



"We don't have our own country, but we have our own beer."
NADIM KHOURY, OWNER AND MASTER BREWER

Available are Taybeh Dark, Amber and Golden
24 x 330 mL



PRIVATE PRICING: \$63.60/case

LICENSEE PRICING: \$57.36/case

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