



SINCE 1935

TOBACCO  
**PRODUCTS CATALOGUE**





A faint, light-colored illustration in the background. On the left side, there is a profile of a person's head and shoulders, facing right. To the right of the person's head, there is a stylized plant or tree with several leaves. The entire illustration is rendered in a light, sketchy style that blends into the background.

# *A Blend of Heritage & Modernity*

*As a dynamic Lebanese institution, we take pride in our steadfast dedication to maintaining exceptional standards of quality, honoring our rich heritage, and driving innovation across all our products, embodying the pride of our national industry.*



Welcome to the Lebanese Regie's exclusive selection of premium tobacco and Moassal products, showcasing the finest local and international brands. Our commitment to quality and excellence is reflected in our curated portfolio, meticulously designed to cater to the refined tastes and evolving needs of our adult consumers in Lebanon and across the MENA Region. Standing as a beacon of pride within the Lebanese manufacturing industry, we thrive to exemplify excellence in every aspect of our selection of premium product offerings.





# Quality & Accreditation

Our dedication to quality is unwavering. We have been awarded the ISO certification, a prestigious recognition of our commitment to excellence. This accolade underscores our adherence to the highest international standards, ensuring rigorous control of our processes and guaranteeing that every product we offer meets stringent quality criteria.

## ISO CERTIFICATION 9001:2015



## ISO CERTIFICATION 45001:2018



# The Regie at a Glance

Established in 1935, The Lebanese Regie for Tobacco, operates under the supervision of the Ministry of Finance, managing the cultivation, manufacturing, distribution, and sale of tobacco and tombac throughout Lebanon.

Today, we are recognized for our adherence to world-class standards and efficient management, marking a significant presence in the MENA tobacco industry.

At the Lebanese Regie, we produce various tobacco products, including local cigarettes and flavored tobaccos, like Cedars, Tunbac 'Naqha', Persian Seed (Ajami) and Moassal. A large suite of international brands is also produced in our plants.

Our operations cover the entire spectrum from plantation to trading, including overseeing tobacco cultivation with technical guidance and support, supervising the harvesting, drying, packaging processes, and managing the manufacturing at our facilities equipped with modern machinery for high-end production.

The Regie Libanaise role extends beyond production to include the exclusive rights to import tobacco products.

Our comprehensive involvement in the tobacco lifecycle, from seed to sale, ensures the highest standards of quality and consumer protection.



# Our Factories

With a highly skilled workforce, advanced factories and modern logistics, we operate on a 360-degree scale. Our state-of-art plants in Hadath with an annual capacity of 6000 tons of tobacco, are equipped to handle sorting, curing and packaging several 22 tons of production per day.

At the Lebanese Regie, we are not only a cornerstone of the national industry but also became a platform for international brands manufacturing.

In addition to our own esteemed brands, we manufacture for international tobacco firms like Imperial Tobacco and Philip Morris, British American Tobacco and JTI. This partnership is a testament to our unwavering commitment to quality and innovation. By blending tradition with cutting-edge technology, we ensure that every product, whether for domestic or global markets, upholds the legacy of excellence that defines Lebanese craftsmanship.





## State-of-the-Art Manufacturing Equipment:

Our facilities boast the latest tobacco processing and packaging technology, guaranteeing that each product upholds our rigorous standards of quality and consistency.



## Advanced Automation Systems:

These systems enhance efficiency and precision across all stages of production, from blending to packaging, this securing the deliverables quality in every aspect.



## Innovative Filtration & Packaging Solutions:

We utilize cutting-edge machinery for filter application and packaging, providing superior product integrity and user experience.

With the excellent quality delivered consistently since the inception of our journey, we have been able to spread our wings across several countries in the MENA Region, by manufacturing 60 local and international brands.



## Our industry prowess is further exemplified by:

**15** Cigarette  
Production  
Lines:

Our factory boasts fifteen dedicated lines for cigarette production, highlighting our capability to meet substantial market demands in different segments while maintaining quality and innovation.

**60** Local and  
International  
Cigarette  
Products

With a portfolio that includes sixty diverse cigarette brands, we cater to a wide range of tastes, format and preferences, underscoring our role as a key player in the tobacco industry both locally and internationally.

**04** Molasses  
Production  
Lines

Our investment in four molasses production lines underscores our commitment to variety and quality in the Moassal segment, serving a growing market with discerning tastes.

**64** International  
Molasses  
Products

Our extensive collection of sixty-four international molasses brands reflects our global reach and the breadth of our offerings, ensuring that connoisseurs of Moassal have access to the finest products from around the world.

**1.3** Million  
Boxes per  
Year

Our annual production volume of 1.3 Billion sticks is a testament to our scale and efficiency, ensuring a consistent supply of high-quality products.

**9,000** Cigarettes  
per Minute

Our production lines are engineered for speed and precision, with the capability to produce up to 9,000 cigarettes every minute, showcasing our industry-leading operational capabilities.

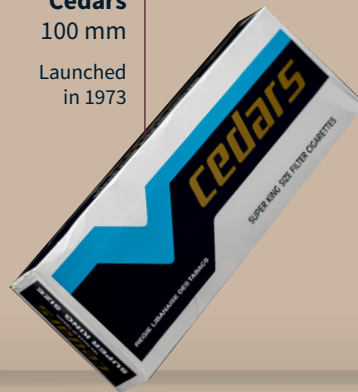


# Our Local Products

CIGARETTES



**Cedars**  
100 mm  
Launched  
in 1973



Regie Libanaise

**Cedars**  
Plus  
Launched  
in 2015



**Cedars**  
Silver  
Launched  
in 2015



Regie Libanaise

**Cedars**  
Super Slim  
Black



**Cedars**  
Super Slim  
Blue



**Cedars**  
Super Slim  
Silver



Regie Libanaise

# Our Local Products

CIGARETTES



**SKY**  
Blue

Launched  
in 2023



**SKY**  
Silver

Launched  
in 2023



AMYSM

**LEGACY**  
Dual Fusion

Launched  
in 2023



**LEGACY**  
Compact Blue

Launched  
in 2021



**LEGACY**  
Compact Silver

Launched  
in 2021



LEGACY

**LEGACY**  
Silver

Launched  
in 2021



**LEGACY**  
Blue

Launched  
in 2021



LEGACY

# Our International Products

CIGARETTES



**Gitanes**  
Blue  
Launched  
in 2017



**Gitanes**  
Indigo  
Launched  
in 2017



Imperial Tobacco

**Gitanes**  
Super Slims  
Blue  
Launched  
in 2017



**GAULOISES**  
Red  
Launched  
in 2017



**GAULOISES**  
Yellow  
Launched  
in 2017



Imperial Tobacco

**West**  
Blue  
Launched  
in 2017



**West**  
Silver  
Launched  
in 2017



Imperial Tobacco

# Our International Products

CIGARETTES



**Davidoff**  
Blue

Launched  
in 2019



Von Eicken

**Davidoff**  
Red

Launched  
in 2019



Von Eicken

**Davidoff**  
Silver

Launched  
in 2019



Von Eicken

# Our International Products

CIGARETTES



**Allure**  
Super Slims  
Black

Launched  
in 2018



**Allure**  
Super Slims  
Menthol

Launched  
in 2018



**Allure**  
Super Slims  
White

Launched  
in 2018



Von Eicken

**Allure**  
Queen  
Silver

Launched  
in 2021



**Allure**  
Super Slims  
White

Launched  
in 2018



Von Eicken

**KENT**  
Blue  
Launched  
in 2018



**KENT**  
Silver  
Launched  
in 2018



British American Tobacco



# Our International Products

CIGARETTES



## Marlboro Fine Touch

Launched  
in 2018



## Marlboro Gold

Launched  
in 2018



## Marlboro Crafted Blue

Launched  
in 2021



Philip Morris International

## Marlboro Crafted Red

Launched  
in 2021



## Marlboro Crafted Gold

Launched  
in 2022



## Marlboro Red 100

Launched  
in 2022



Philip Morris International

## Winchester Blue

Launched  
in 2018



## Winchester Blue 100 Mm

Launched  
in 2018



## Winchester Silver

Launched  
in 2018



Japan Tobacco International

# Our International Products

CIGARETTES



**Winston**  
True Silver

Launched  
in 2023



**Winston**  
Legend Blue

Launched  
in 2023



Japan Tobacco International

**Winston**  
Blue

Launched  
in 2018



**Winston**  
Blue Slim

Launched  
in 2020



**Winston**  
Silver Slim

Launched  
in 2020



Japan Tobacco International

**Winston**  
Compact Silver

Launched  
in 2020



**Winston**  
Compact Blue

Launched  
in 2020



Japan Tobacco International

# Our International Products

MOASSAL



**GRAPE**  
Molasses



Mazaya

**GRAPE MINT**  
Molasses



Mazaya

**WATERMELON MINT**  
Molasses



Mazaya

# Our International Products

MOASSAL



**ORANGE  
MINT**  
Molasses



Mazaya

**BLUEBERRY  
Exotica**  
Molasses



Mazaya

**ORANGE**  
Molasses



Mazaya

# Our International Products

MOASSAL



**LEMON**  
Molasses



Mazaya

**GUM**  
Molasses



Mazaya

**GUM MINT**  
Molasses



Mazaya



# Our International Products

MOASSAL



**MINT**  
Molasses



Mazaya

**LEMON  
MINT**  
Molasses



Mazaya

**2 APPLES  
BAHRAINI**  
Molasses



Mazaya

# Our International Products

MOASSAL



**RUBY CRUSH**  
Molasses



Mazaya

**LOVE**  
Molasses



Mazaya

**2 APPLES Masri**  
Molasses



Mazaya

# Our International Products

MOASSAL



**TRENDY**  
Molasses



Mazaya

**YELLOW CANDY**  
Molasses



Mazaya

**GRAPE**  
Molasses



Al Fakher

# Our International Products

MOASSAL

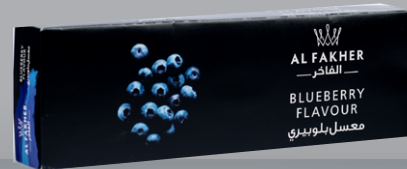


**GRAPE  
MINT**  
Molasses



Al Fakher

**BLUEBERRY**  
Molasses



Al Fakher

**LEMON  
MINT**  
Molasses



Al Fakher

# Our International Products

MOASSAL



**MINT**  
Molasses



Al Fakher

**GUM MINT**  
Molasses



Al Fakher

**Bubble Gum**  
Molasses



Al Fakher



# Our International Products

MOASSAL



Blueberry  
Mint  
Molasses



Al Fakher

2 APPLES  
Molasses



Al Fakher

Magic  
Love  
Molasses



Al Fakher

# Our International Products

MOASSAL



Gum  
Mastic  
Molasses



Al Fakher

2 Apple  
Masri  
Molasses



Al Fakher

Lemonade  
Pear  
Molasses



Al Fakher

# Our International Products

MOASSAL



Lemonade  
Mint  
Molasses



Al Fakher

2 APPLES  
Molasses



MAWWAL

Gum  
Molasses



MAWWAL

# Our International Products

MOASSAL



Lemon  
Mint  
Molasses



Mazaya

Mint  
Molasses



Mazaya

Gum  
Mint  
Molasses



Nakhla - JTI

# Our Moassal Products

	Mazaya			Nakhla			Fakher			Mawwal Lb		Mawwal Export		Khail Maamoun	
GRAMS	50	250		50	250	1,000	50	250	1,000	50	250	50	250	50	250
2 Apples															
2 Apples Bahraini															
2 Apples Masri								*							
Mint															
Lemon															
Lemon Mint															
Grape															
Grape Mint															
Orange															
Orange Mint															
Blueberry								*							
Blueberry Mint								*							
Watermelon Mint															
Lemonade Pear								*							
Lemonade Mint								*							
Gum								*							
Gum Mint								*							
Gum Mastic								*							
Bubble Gum								*							
Ruby Crush															
Love															
Magic Love								*							
Trendy															
Yellow Candy															





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