



GSR ANALYTIX

FOOD & CULINARY MAGAZINE

FOOD • BEVERAGE • GASTRONOMY

ISSUE 01 • AUGUST 2026

LEBANON

EDITION

01



LEBANON

MEDITERRANEAN SOUL
& LEVANTINE HERITAGE



LEBANON

EASTERN
MEDITERRANEAN

FROM ANCIENT TABLES TO GLOBAL MEZZE

Tradition • Hospitality • Export Potential

INSIGHTS • DEBATES • OPPORTUNITIES

AUTHENTIC
LEBANESE
FLAVOURS

INSIDE **LEBANON**

A SMALL COUNTRY WITH AN IMMENSE FOOD CULTURE

Between the Mediterranean, Mount Lebanon and the Bekaa Valley, Lebanese cuisine turns grains, herbs, vegetables, olive oil, fruit and charcoal grilling into a generous culture of sharing. Mezze is both a meal and a social language.

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THE COAST

Seafood, citrus, olive oil and vibrant markets.

THE MOUNTAINS

Dairy, preserves, herbs and orchard fruit.

THE BEKAA

Grains, grapes, potatoes, wine and fertile fields.

WORLD FAMOUS

MEZZE SHARING. FRESHNESS. HOSPITALITY.



LEBANON
MIDDLE EAST



LEBANON



FRESHNESS, BALANCE AND THE ART OF SHARING

Lebanese cuisine is deeply seasonal and communal. Parsley, mint, lemon, sumac and olive oil bring brightness; bulgur, chickpeas and lentils provide substance; charcoal, fermentation and preservation add depth.

INSIDE THE EDITION

- 01 CULINARY OVERVIEW
- 02 ICONIC FOODS
- 03 KIBBEH FEATURE & RECIPE
- 04 INGREDIENT HERITAGE
- 05 TRADE & EXPORT OUTLOOK

THREE FOUNDATIONS, ONE GENEROUS TABLE

FRESHNESS

Herbs, lemon and vegetables

Seasonality keeps flavours bright and precise.

SHARING

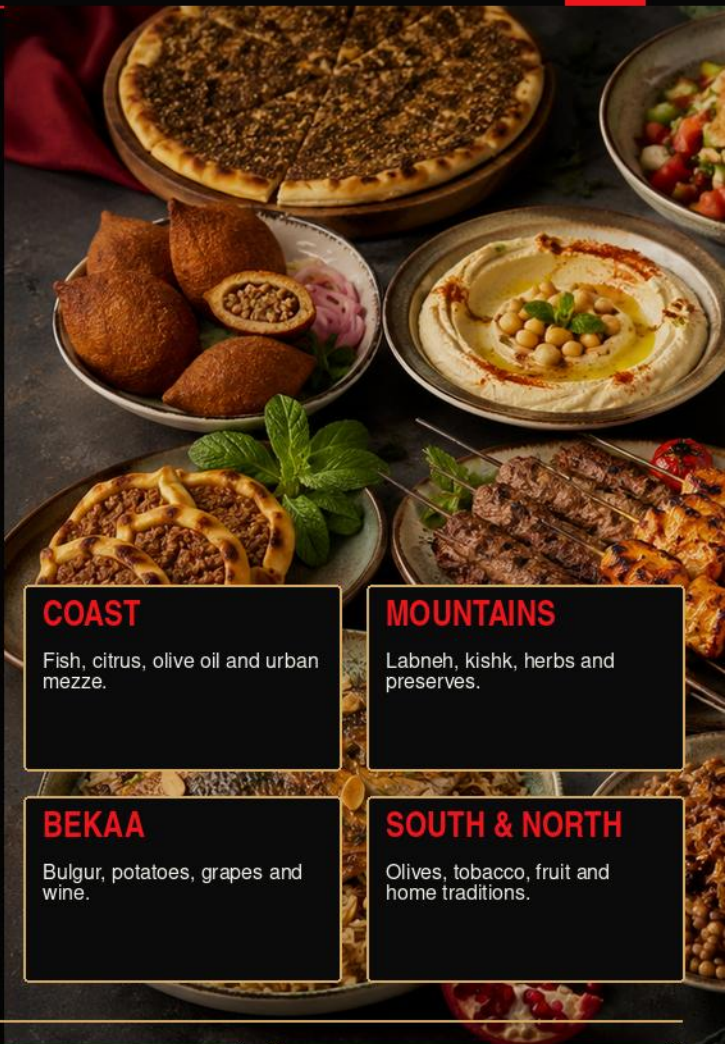
Mezze creates connection

Many small plates turn a meal into conversation.

HERITAGE

Technique carries memory

Grilling, drying, pickling and fermentation endure.



COAST

Fish, citrus, olive oil and urban mezze.

MOUNTAINS

Labneh, kishk, herbs and preserves.

BEKAA

Bulgur, potatoes, grapes and wine.

SOUTH & NORTH

Olives, tobacco, fruit and home traditions.

ICONIC FOODS OF LEBANON I

Dishes that define Lebanese hospitality and regional identity.

01

KIBBEH

Bulgur, meat, spice and masterful texture.

02

HUMMUS

Chickpea, tahini, lemon and olive oil.

03

TABBOULEH

Parsley-led freshness with tomato and bulgur.

04

FATTOUSH

Crisp bread, vegetables and bright sumac.

05

WARAK ENAB

Grape leaves filled with rice and herbs.

06

MANAKISH ZAATAR

Flatbread fragrant with zaatar and oil.

07

KAFTA

Seasoned meat grilled over charcoal.

“A Lebanese table is never only food - it is an invitation.”



ICONIC FOODS OF LEBANON II

Dishes that define Lebanese hospitality and regional identity.

01

SHISH TAWOOK

Garlicky marinated chicken from the grill.

02

MUJADDARA

Lentils, rice and caramelised onions.

03

SAYADIEH

Spiced fish and rice from the coast.

04

SFIHA

Open meat pies with Levantine spice.

05

LABNEH

Strained yogurt, olive oil and herbs.

06

KIBBEH NAYYEH

Raw kibbeh prepared with exceptional care.

07

KNAFEH

Cheese, pastry and fragrant syrup.

“A Lebanese table is never only food - it is an invitation.”



FEATURED DISH: KIBBEH

KIBBEH - LEBANON'S CULINARY EMBLEM



BULGUR • SPICE • CRAFT

Kibbeh combines fine bulgur with meat, onion and warm spice. It appears baked, fried, grilled or raw, changing by village and season. Its beauty lies in balance: a delicate shell, savoury filling and precise texture.

KEY ELEMENTS

- Fine bulgur
- Lean meat
- Onion
- Allspice
- Cinnamon
- Pine nuts
- Olive oil
- Skilled shaping

CLASSIC PAIRINGS

Yogurt • Tabbouleh • Fattoush
Pickles • Mint • Fresh lemon

WHY THE WORLD LOVES IT

ICONIC

Instantly recognisable

VERSATILE

Many forms and occasions

CRAFT

Handwork adds value

EXPORTABLE

Frozen and prepared formats

Chef's tip: keep the bulgur shell thin, moist and cold for a crisp exterior and tender centre.



FRIED KIBBEH RECIPE

A classic home-style preparation • Makes about 20

INGREDIENTS

- 300 g fine bulgur
- 250 g minced meat for filling
- 500 g lean minced meat
- 1 onion, chopped
- 1 onion, finely grated
- 50 g pine nuts
- 1 tsp allspice
- 1 tbsp olive oil
- 1/2 tsp cinnamon
- Fresh mint if desired
- Salt and pepper
- Oil for frying



STEP-BY-STEP PREPARATION

01

SOAK THE BULGUR

Rinse and soak briefly, then squeeze out excess water.

02

MAKE THE SHELL

Blend bulgur, meat, onion and spice to a smooth dough.

03

COOK THE FILLING

Sauté onion and meat; add pine nuts and cool completely.

04

SHAPE WITH CARE

Form a hollow shell, add filling and seal into a pointed oval.

05

FRY UNTIL GOLDEN

Fry in medium-hot oil until crisp, even and deep brown.

06

DRAIN & SERVE

Rest on paper and serve hot with yogurt and salad.

THE GOLDEN RULE Thin shell • Cool filling • Tight seal • Steady heat



LEBANESE INGREDIENTS

LAND, SEASON AND LEVANTINE HERITAGE

THE BUILDING BLOCKS OF A GENEROUS TABLE



OLIVE OIL

Foundation of flavour

BULGUR

Grain with ancient roots

CHICKPEAS

Mezze and everyday protein

PARSLEY

The heart of tabbouleh

SUMAC

Bright, tangy depth

ZAATAR

Herb, sesame and identity

POMEGRANATE

Sweet-tart brilliance

GRAPE LEAVES

Vineyard tradition

FOOD HERITAGE

Orchards • Vineyards • Terraces • Pickling • Drying • Fermentation

SIGNATURE BEVERAGES

Lebanese wine • Arak • Coffee • Jallab • Lemonade





KEY STATISTICS & NUMBERS

A compact market with a powerful culinary identity

10,452 KM²

National territory

225 KM

Mediterranean coastline

63%

Agricultural land share, sector estimate

1,245+

Agri-food companies, 2019

11.7%

Agri-food share of exports, 2019

\$1.6 BN

Estimated sector size, 2018

EXPORT PROFILE

ARAB MARKETS

CORE

Historic demand and diaspora links

EUROPE

GROWTH

Premium and specialty channels

DIASPORA

GLOBAL

Powerful cultural distribution

PRODUCTS

DIVERSE

Fruit, wine, olive oil and prepared foods

TRADITIONAL MARKET ORIENTATION

ARAB COUNTRIES



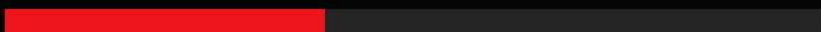
GCC



EUROPE



NORTH AMERICA



OTHER MARKETS



Sources: IDAL / Invest in Lebanon and World Bank; latest available official sector series.



FOOD SECTOR AT A GLANCE

Resilience, identity and export potential

**1,245+****AGRI-FOOD COMPANIES**

2019

48%**FIRMS IN MOUNT LEBANON**

2019

77.8%**AG EXPORTS TO ARAB MARKETS**

2019

HIGH-POTENTIAL CATEGORIES

PREPARED MEZZE



FRUIT & VEGETABLES



CONFECTIONERY



WINE & ARAK



OLIVE OIL & PRESERVES



SAUCES & CONDIMENTS



WHY LEBANON MATTERS

- ♦ Globally recognised cuisine and hospitality culture
- ♦ Strong diaspora demand and brand familiarity
- ♦ Mediterranean ingredients with premium positioning
- ♦ Flexible SME-led processing and innovation

♦ Regional access through trade and cultural links



THE FLAVOURS OF LEBANON

HOSPITALITY THAT CONNECTS WORLDS

A CULTURE OF GENEROSITY

Lebanese food transforms fresh ingredients into a shared experience - rooted in place, carried by diaspora and loved across global cities.



A MOSAIC

Coast, mountain, valley and village traditions.

THE POWER OF MEZZE

Variety, freshness and sociability in one format.

GLOBAL MOMENTUM

Diaspora restaurants create trust and demand.

OPPORTUNITY AREAS

Premium mezze

Zaatar & condiments

Olive oil & preserves

Diaspora retail

Frozen kibbeh

Wine and arak

Hospitality partnerships

Culinary tourism

LEBANON TURNS HOSPITALITY INTO A GLOBAL CULINARY LANGUAGE.



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GSR ANALYTIX: CONNECTING WORLDS

FROM LEBANON TO THE WORLD



OUR MISSION

We connect businesses, markets and cultures through clear intelligence, practical insight and global visibility.

WHAT WE OFFER

- Country & sector intelligence
- Market entry and export insight
- Business networking & visibility
- Culinary and hospitality promotion

OUR GLOBAL NETWORK

120+

COUNTRIES

50,000+

PROFESSIONAL REACH

25+

SECTOR REPORTS

1,000+

BUSINESS CONNECTIONS

BE PART OF OUR GLOBAL JOURNEY

TOGETHER, WE FEED THE WORLD.

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