



NOTICE FOR MUSJID BOARD

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TOP GEAR WITHOUT THE BEER

There is a huge upward trend in the marketing and promotion of non-alcoholic beers leading to consumer enquiries as to whether these beverages are permitted for Muslims.

Alhamdulillah, we have been blessed with a complete, perfect and beautiful Deen. As Muslims, we must always be proud of our identity and embrace the Islamic lifestyle in a holistic and complete manner. The Noble Messenger (sallallahu alayhi wa sallam) guided us in every facet and walk of life and has emphasised that Muslims should not emulate the traits, ways and mannerisms of the disbelievers. He stated that, *"He who imitates a people is of them."* [Abu Dawood]

Therefore, products of this nature which are replicas of intoxicant beverages should be avoided and shunned.

Consumption of such beverage products which resemble liquor drinks in appearance, form, smell and taste will only serve to desensitise Muslims from the abhorrence of liquor and Haraam beverages of the like.

Furthermore, the younger generation, especially children will grow up in an environment where consumption of products that look, smell and taste like liquor is acceptable. Imagine the ramifications for these young innocent souls as they grow up into teenage and adulthood.

May Allah Ta'ala grant us the foresight and guide us to protect ourselves and our children from such trials and tribulations.

STAY IN GEAR AND FOLLOW THE ISLAMIC WAY OF LIFE

Any queries pertaining to the above or any other aspect of Halaal may be referred to our offices.

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Halaal Helpline 0861 786 111