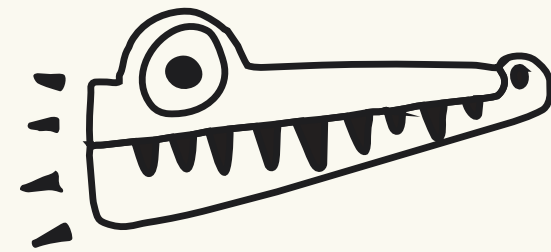




MILQ RECORDS × TZKRTI

Five cities. Three artists. One ticketing infrastructure.





HOW AN INDEPENDENT ARAB LABEL TOOK THREE ARTISTS ACROSS FIVE EUROPEAN CITIES

Since its founding, **MILQ Records** has built something rare: a boutique independent hip-hop label centered on Arab artists from the Levant. Tzkrti spoke with co-founder **Nasser Shorbaji (Mr. Chyno)** about the label, the tour and its artists.

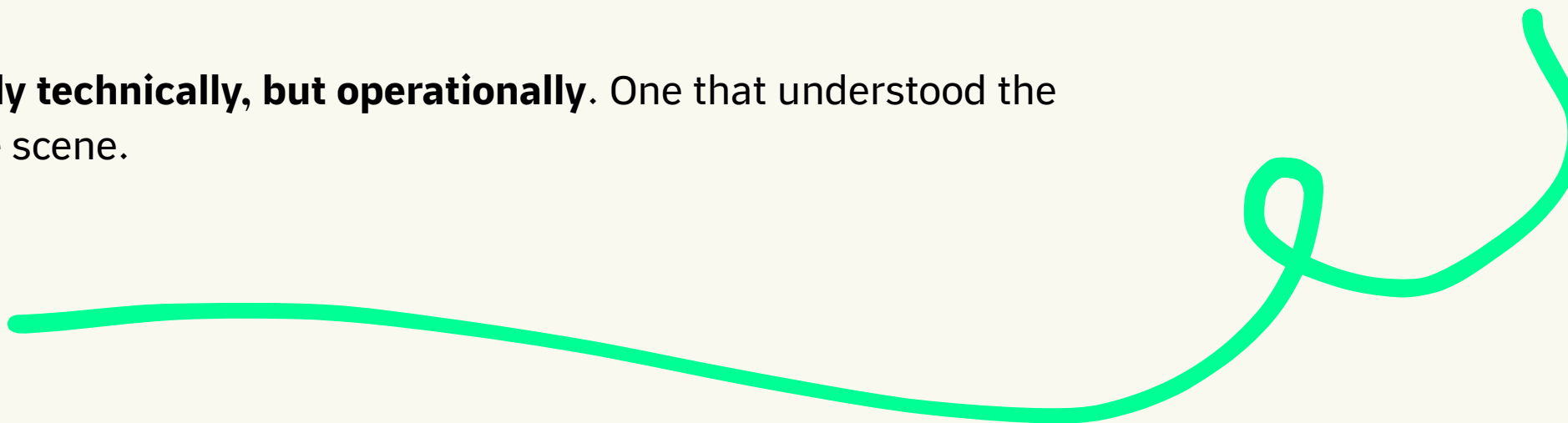
Built around deep relationships and long-term artist development, **MILQ** operates against the grain of how the music industry usually works. Behind every tour, **lies complexity**. Artists navigating visa uncertainty. Cross-border payouts. Local partners to coordinate across five countries. A diaspora audience with high expectations and a deep need for **genuine representation**.

MILQ needed a ticketing partner that could **keep up not only technically, but operationally**. One that understood the weight behind the logistics. A partner that understands the scene.

That's where **tzkrti** came in.

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INFRASTRUCTURE THAT UNDERSTOOD THE SCENE

Nasser had worked with Tzkrti before on the Faraj Suleiman tour with Marsam UK. The relationship was already there. When he brought the MILQ tour to Tzkrti, they didn't need to be convinced. We understood the vision, the artists, and what was at stake.

That **existing trust** meant Tzkrti could step in immediately not as a vendor being onboarded, but as **a partner** already in the room.

Just as importantly, Tzkrti's model is **clear, fair, and realistic** for an independent label, removing barriers to entry without compromising on support or service.

Beyond ticketing, Tzkrti was ready to **support the full picture**: on-the-ground activation, **direct coordination** with local partners in each city, and making sure the event is set up clearly and runs properly so MILQ can **convert their audience effectively**.



“It's about how Tzkrti is becoming more personalized for us, specifically for us as MILQ. And that's why we work with tzkrti and we're probably going to continue working with tzkrti.”

-Nasser Shorbaji, Co-Founder, MILQ Records





HOW TRUST BECAME THE FOUNDATION.

WHAT MILQ NEEDED



WHAT TZKRTI DELIVERED

Partners

that believe in the vision

Aligned

creatively and operationally from day one

Funding/Support

to start operations

Sponsorship

offered by Tzkrti to support the tour.
Insured right event set up for audience conversion.

On-ground

support in different cities

Coordination

with local partners

One unified

ticketing system for all cities

One system

one contact, one relationship
impactive measurable engagement.

SUCCESS STORY

5

CITIES

3

ARTISTS

4

SOLD OUT SHOWS

10K+

TICKET PAGE VIEWS

"It's always a minefield going into Europe - you never really know what kind of pull your artists have." "But we can definitely say this tour was a success".

— Nasser Shorbaji, Co-Founder, MILQ Records

Planning an Arab cultural tour across Europe?

Tzkrti helps artists, labels, festivals, and organizers manage ticketing, promotion, and audience growth across cities.

