



The Israel Export &
International Cooperation Institute



Foreign Trade Administration
Ministry of Industry, Trade & Labor

TASTE ISRAEL

at SIAL 2012

A World of Flavors



21-25 October 2012 • Paris Nord Villepinte • Hall 4 • Stand 4L 024





2BFresh

Fresh micro leaves – gourmet vegetable confetti!

■ 2BFresh uses advanced hydroponic production methods to produce fresh culinary herbs and lettuce free of insects, sand, pesticides, etc., supporting the strictest kosher certification. The company recently developed "micro-greens," gourmet vegetable confetti, full of intense flavor and stunning visual texture and color, made from a variety of vegetable plants harvested at the seedling stage.

Mr Avner Shoheit ■ Marketing Manager +972 9 894 0507 avner@taprojects.com
 www.b2fresh.co.il



Carmit Candy

Gluten-free & dairy-free confectionery

■ Founded in 1973, Carmit Candy is a leading Israeli confectionery manufacturer. Internationally, Carmit's decades of experience mean superior private-label products that meet any recipe, taste and packaging requirement. Carmit's private label categories include: gluten-free and dairy-free wafers, gluten-free coated pretzels, dairy-free chocolate bars and chocolate coins. Carmit is publicly traded on the Tel Aviv Stock Exchange.

Mr Adrian Sagman ■ International Sales and Marketing Director +972 3 963 7067 Ext. 110
 adrian@carmit.co.il www.carmitcandy.com



Cohen-Or

Frozen pastries

■ Cohen-Or, established in 1996, manufactures frozen pastry products in a large variety of types and flavors, both sweet and savory. The company's modern, spacious factory has enabled Cohen-Or to expand internationally with frozen heat-and-serve food. Examples include different types of bourekas (e.g., cheese, potato, spinach, kashkaval-style, and pizza-style), puff pastries, falafel balls, and malawach.

Mr Motti Cohen-Or ■ Manager +972 9 792 6222 cohen1or@smile.net.il
 www.cohen-or.co.il

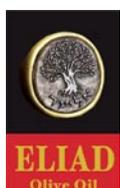


Einat Food Industries

Baked goods

■ Einat Food Industries produces a wide variety of baked goods such as salad sprinkles and coating mixtures (bread crumbs, batters, tempura, shake & bake). Einat is now presenting a new product concept – Rounders. Suitable for soups, salads or as a snack, they taste great and remain crispy for a long time.

Mr Dan Gavish ■ Marketing and Export Manager +972 3 938 5161 dan.gavish@einatfood.co.il
 www.einatfood.co.il



Eliad Olive Oil Ltd.

Olive oil

■ Eliad produces the finest Holy Land extra virgin olive oil from its own plantations in northern Israel. Its products were recently crowned with the Best Israeli Olive Oil Grand Champion Award at TERRA OLIVO 2012.

Mr Daniel Rusansky ■ General Manager +972 3 941 3433 office@eliad-oliveoil.com





Funtastea

Organic iced tea at its best

■ Funtastea produces pure brewed tea made from fresh herbs grown on its own 70-acre organic farm in the Jordan Valley. With unique combinations of tastes such as Verbena-Lemon Grass and Sage-Lemon Grass, these drinks are 100% organic. Stevia is used as the primary sweetener.

👤 **Mr Doron Frankenstein** ■ Marketing Manager 📞 +972 50 922 8877 @ marketing@funtastea.com
🌐 www.funtastea.com



GreenLite Ltd.

Gluten-free bakery goods & breads

■ GreenLite develops and produces a wide range of gluten-free baked goods characterized by high quality, great taste, and texture that perfectly match the original taste and texture of regular baked goods. GreenLite leads the field in the domestic market and is poised to enter the North American and European markets.

👤 **Mr Ofer Eliav** ■ Marketing and Export Manager 📞 +972 8 933 1600 @ ebe10@netvision.net.il
🌐 www.greenlite.co.il



Israfoods 2006 Ltd.

Lemon powder

■ Lemon Tree dried lemon juice is made from fresh lemons without preservatives and artificial ingredients. Lemon Tree dried lemon juice is produced using a revolutionary drying and crystallization process whose result is a natural lemon powder that can be enjoyed at any time without cutting or squeezing.

👤 **Mr Gabi Wolkinson** ■ Business Development 📞 +972 54 642 4084 @ gabi.w@lemon-tree.co.il
🌐 www.lemon-tree.co.il



Neptune Food Products

Spices, seasoning mixtures, rice mixes, sauces

■ Neptune Food Products is among the most established producers of spices in the Middle East. Neptune produces and exports a variety of specialty ethnic flavors of spices, seasoning mixes, mixes for rice and couscous, and cooking sauces for the retail, HORECA and private label markets. All products are kosher certified and made from the best spices available.

👤 **Mr Yonatan Gershon** ■ CEO 📞 +972 8 623 0163 @ nptr@bezeqint.net 🌐 www.neptunefoods.co.il



NutriGal

Gluten-free ingredients

■ NutriFree+ and NutriTex: These lines of gluten-free, non-GMO natural ingredients, rich in fiber and protein, are offered to manufacturers producing gluten-free food products, including snacks, pastas, soups, breads and baked goods, croutons, breakfast cereals, batters and many others.

👤 **Mr Ilan Rotem** ■ Product Manager and R&D 📞 +972 4 637 5907 @ ngmarketing@galam.co.il
🌐 www.nutrigal-galam.com



Oriental Secrets Health & diet functional teas

- Oriental Secrets successfully combines ancient Eastern knowledge with the most modern and advanced technology for the production of tea, infusions, capsules and drops, all designed to heal, prevent, relieve and improve quality of life and enable proven diets in a healthy and natural way without any side effects.

👤 **Mr Roy Amitzur** ■ Marketing and Export Manager 📞 +972 3 556 1565 @ roy_amitzur@yahoo.com
🌐 www.orientalsecrets.co.il



Pri-Chen Canned vegetables

- Pri-Chen has produced innovative and top quality processed, pickled, and canned vegetables for three decades. Expertise and modern technology have been merged with traditions nurtured through the generations to offer these unique products.

👤 **Mr Ali Assali** ■ Export Manager 📞 +972 50 758 9066 📞 +972 4 636 6916 @ prihen@walla.com
🌐 www.pri-chen.com



Prince Tahina Tahini – sesame seed paste

- Prince Tahina was founded with a commitment to retain the nutritional benefits, flavor and smooth texture of natural, traditional tahini paste, remembered and loved from home. Prince Tahina produces premium raw tahini paste in its modern plant, marketing its produce globally to industrial, professional and retail markets under the Prince Tahina brand and private label.

👤 **Mr Alon Kandinoff** ■ Marketing and Export Manager 📞 +972 4 678 0301 @ alon@princetahina.com
🌐 www.princetahina.com.co.il



Roy Chocolate Artisan chocolates and liqueurs & healthy chocolate products

- Roy Chocolate creates gourmet chocolate masterpieces crafted from the highest quality ingredients: Chocolate Dreams, 3–6 gram, elegant coin shaped pralines in various sizes of boxes and different flavors of fillings such as Hazelnuts, Espresso, orange, Marzipan, Mint, Ganduja and more; and also Green Label, 85% reduced sugar dark chocolate, with healthy fillings like honey, sesame spread, date syrup, and spices. Gluten- & lactose-free, and rich in antioxidants, fiber, protein and more.

👤 **Ms Sharon Moshkovitz Gershon** ■ CEO 📞 +972 54 280 0051 @ sharon@RoyChocolate.co.il
🌐 www.RoyChocolate.co.il



Rushdi Food Industries Tahini – sesame seed paste

- Rushdi Food Industries, established in 1984 and today owned by the Bashir family, is the primary producer of tahini and halva in Israel and one of the largest manufacturers of tahini worldwide. The Bashir family has been maintaining ethnic Arab cuisine traditions for generations, and has embraced the goal of bringing Israelis closer to the culture of Arab food and hospitality.

👤 **Ms Smadar Ashkenazi** ■ Export Manager 📞 +972 50 631 4524 @ smadar@rushdi.co.il
🌐 www.baracke.co.il



Sanlakol Ltd.

Prepared fruit, vegetable and tomato products

■ Sanlakol Ltd., established in 1940, is a leading local food producer. Our primary products lines are canned fruits and vegetables, tomato products and a large range of single-serve products. Packed within hours after harvest, our products have superior flavor. We are committed to high standards and hold BRC, ISO, HACCP and FDA approval.

👤 **Mr Arieh Meyerovitz** ■ Export Manager 📞 +972 52 685 4929 @ arieh@sanlakol.co.il

🌐 www.sanlakol.com



Shelley Anne's

Whole Grain Crackers & Savory Snacks

■ We present our unique, innovative, nutritious and healthy Crackers made from only whole grains and seeds – 100% natural, fresh ingredients and an excellent source of many beneficial nutrients. Our range also includes traditional and popular Savory Snacks: Bread Rings and Bagel Sticks made from natural ingredients.

👤 **Mrs Shelley A. Hecht** ■ Export Manager 📞 +972 3 553 3222 @ shelley@dodot.co.il

🌐 www.shelleyannes.com



Sommer Café Automatic Ltd.

Food & beverage powders

■ Since 1966, Sommer Café Automatic has manufactured powders for preparing food and beverages. These include natural powders for ice coffee and other cold beverages; powders for chocolate, cappuccino and other hot beverages; and powders for French crêpes, Belgian waffles, and muffins. We now also offer nutrition supplements including protein powders and gainers.

👤 **Mr Gai Regev** ■ Vice President 📞 +972 50 670 3347 📞 +972 3 902 5573 @ gairegev@coffee-sommer.com

👤 **Mr Jacques Maman** ■ Export Manager 📞 +972 54 653 8865 @ jm@coffee-sommer.com

🌐 www.coffee-sommer.com



Sons of Baheeg Kawar

Arak and vodka

■ Kawar spirits are produced with the world's most advanced technology and at the highest standards while preserving the best of traditional, authentic arak production techniques. Our meticulous production process and top quality all natural Ingredients ensure high-quality products with a smooth and rich taste. Our production process eliminates methanol.

👤 **Mr Doron Rand** ■ Business Development 📞 +972 52 284 8064 @ doron@doronrand.com

🌐 www.arak-kawar.com



Ta'am Vareach Spices Ltd.

An enchanted journey to the world of Mediterranean seasonings

■ Ta'am Vareach are expert spice blenders with four generations of experience. Using state-of-the-art equipment and production lines, we produce and distribute spices, special blends and herbs to enhance and enrich the full range of cooking traditions. We meet the diverse packaging needs of the retail, restaurant and fast-food markets, and are pleased to offer custom blends.

👤 **Mr Amit Front** ■ CEO 📞 +972 3 922 0939 @ amitfront@tv-spices.co.il 🌐 www.israel-spices.com

🌐 www.arak-kawar.com





Tempo Beverages Ltd. Malt beverages (beer, shandy and non-alcoholic)

■ Tempo Beverages has a history that dates back to 1934 when the first Nesher Beer was brewed. Today, 40% owned by Heineken, Tempo is the largest brewery in Israel with a market share of 55% in beer and malt beverages. Tempo's unique and original malt beverages, beers and soft drinks are exported to over a dozen countries around the globe. Tempo manufactures, imports, markets and distributes over 2.7 million hectoliters of beverages per year.

Mr Oren Avrashi ■ International Markets Development Manager +972 52 606 2076
 orena@tempo.co.il www.tempo.co.il



Wissotzky Tea All types of tea

■ Founded in 1849, Wissotzky Tea, is the leading tea company in Israel, producing the highest quality tea products, including tea bags, a range of fruit and herbal infusions, premium tea, and a large variety of beautiful tea gift items. Wissotzky Tea enjoys worldwide distribution (USA, Canada, Norway, Poland, Hungary, Argentina, Uruguay, Japan, Belgium, Australia, and other countries).

Ms Orit Cohen ■ International Marketing & Sales Manager +972 3 565 1516 oritc@wtea.com
 www.wtea.com



The Israel Export & International Cooperation Institute



A World of Flavors

Join us in a world of flavors at the Israel Pavilion at Sial 2012, Hall 4, Stand 4L 024 where the culinary delights of 22 Israeli companies will be presented. Innovation, quality and market adaptability are the hallmarks of Israel's food producers, satisfying consumers, commercial kitchens and the food industry worldwide.

The pavilion is organized by The Israel Export & International Cooperation Institute, which together with the Foreign Trade Administration of Israel's Ministry, Trade and Labor, is committed to bringing together international food and beverage buyers with Israeli products and the companies that produce them.

About The Israel Export & International Cooperation Institute

The Israel Export & International Cooperation Institute, a non-profit organization founded as a joint venture between the Israeli government and the private sector, advances business relationships between Israeli exporters and overseas businesses and organizations. By providing a wide range of export-oriented services to Israeli companies and complementary services to the international business community, the institute helps build successful trade partnerships, joint ventures and strategic alliances.

For further information about the industry:

Ms Michal Neeman, Business Development Manager, Food & Beverages +972 3 514 2859 +972 54 457 8648
 +972 3 514 2985 michal@export.gov.il 29 Hamered St., Tel Aviv 68125, Israel www.export.gov.il

For further information about Israeli pavilions at international exhibitions:

Ms Liz Mizrahi, Production Manager for International Exhibitions +972 3 514 2840 +972 3 514 2815 liz@export.gov.il
 29 Hamered St., Tel Aviv 68125, Israel www.export.gov.il

This publication is for informational purposes only. While every effort has been made to ensure that the presented information is correct. The Israel Export & International Cooperation Institute assumes no responsibility for damages, financial or otherwise, caused by the information herein.

© October 2012 The Israel Export & International Cooperation Institute
Production: IEICI Media & Production Division Pavilion Organization: IEICI Exhibitions Unit Text: Paul Ogden Design: Ayala Eylath
Printed in Israel 2012

