



THE ISRAEL EXPORT &  
INTERNATIONAL COOPERATION INSTITUTE



Ministry of Economy and Industry  
Foreign Trade Administration



# ANUGA 2021

Cologne, Germany | OCTOBER 9-13

**HALL-2.1, Stand no-C-028G, D-029G**



**THE ISRAEL EXPORT &  
INTERNATIONAL COOPERATION INSTITUTE**



## **ISRAEL EXPORT INSTITUTE**

The Israel Export and International Cooperation Institute is your premier gateway for doing business with Israeli companies. Established and funded by the government and the private sector, IEICI's expertise in technology and product scouting, joint ventures and strategic alliances with Israeli companies Spans over more than half a century. Whatever your field is, IEICI offers access to relevant businesses and government resources.

IEICI will provide the information you need to connect, negotiate and do business all over the world. The Food and Beverages sector at the Israel export institute exposes Israeli companies at international platforms, increases the global awareness and creates business opportunities for the Israeli companies.

- **Adi Teicher**
- Head of Food & FoodTech Sector
- T: +972 (3 )5142859
- M: +972 (50) 7584828
- [adit@export.gov.il](mailto:adit@export.gov.il)



Ministry of Economy and Industry  
Foreign Trade Administration



## FOREIGN TRADE ADMINISTRATION

The Foreign Trade Administration (FTA) at the Israeli Ministry of Economy and Industry manages and supports Israel's international trade and trade policy. From our headquarters in Jerusalem together with 50 economic and trade missions in key financial centers throughout the world, the FTA promotes Israel's economy worldwide. Israel's economic and trade missions are at the forefront of the Israeli government's efforts to advance our industries in foreign markets. Our team of highly experienced economic representatives provide a wide range of services to Israeli companies and to the international business community.

For further Information:

- **Ami Levin**

- Director, Europe 1 Department
- T: +972 (74) 7502613
- [ami.Levin@economy.gov.il](mailto:ami.Levin@economy.gov.il)

- **Leora Hadar**

- Director, Europe 2 Department
- T: +972 (74) 7502611
- [leora.Hadar@economy.gov.il](mailto:leora.Hadar@economy.gov.il)

For information regarding the Israeli booth at Anuga:

- **Ester Elias**

- Commercial Counselor
- Head of the Trade and Economic Mission Embassy of Israel,  
Berlin, Germany
- T: +49 (0) 30 206 4490
- [ester.elias@israeltrade.gov.il](mailto:ester.elias@israeltrade.gov.il)



10 bros

**10 Bruce markets their products all over Israel and overseas – to the USA, Britain, France and more**

Bros 10 was founded by Issam Tanos, one of the most respected and well-known families in the Galilee and throughout Israel, as a family whose business embrace the industry in Israel. The company products are snacks that quickly became famous in Israel and around the world because of their quality and excellent taste, the products are made under different - Tsik Zak, Spider, Mix Chips, Tik Tuk and more.



[www.2bfresh.com](http://www.2bfresh.com)

2BFresh

**Fresh Micro Leaves**

2BFresh grows and supplies a wide selection of Micro-Leaves, ready to use, freshly harvested daily from our farms in Israel, Poland & Switzerland.

Micro Leaves have extremely high nutritional values, and are considered super-foods. They add a power punch of vitamins, taste & color to any dish and drink.

2BFresh uses advanced, eco-friendly, sustainable methods developed by TAP.

It's green, it's clean, it's perfect!





<https://english.halva.co.il/>

**Achva**

**Making Tahini With Love Since 1929**

Established in 1929 in Tel-Aviv, Achva is one of the leading food manufacturers in Israel of Tahini and Halva. The company uses only high quality ingredients in their products which are produced according to the International quality standards.

Achva is a leading exporter among ethnic & healthy food markets all over the world



[www.aunt-berta.com](http://www.aunt-berta.com)

**Beth-El Food Ltd.**

**Aunt Berta is one of Israel's leading gourmet producers of natural Mediterranean spreads and preserves.**

The company's hand-picked premium fruits are sourced from local Galilee farms, grown in soil considered one of the world's most fertile and nutrient rich. After harvesting, the fruits undergo an advanced, nutrient-friendly cooking process that ensures that they retain their natural goodness. But it is Aunt Berta's 200 years old family recipes that work their magic, turning the authentic local ingredients into pure delights. Aunt Berta's jams combine old and new, European and Mediterranean, traditional cooking with advanced techniques, and the result – a wonderful, rich, authentic and nostalgic taste.





[WWW.mahroum-baklawa.com](http://WWW.mahroum-baklawa.com)

## Mahroum Sweetes

**Four generations have been perfecting all kinds of delicious treats and sweets in the heart of historic Nazareth across from the Church of the Ascension**

Mahroum Sweets was founded in 1890 in Nazareth by the Mahroum family. Their continued dedication to product excellence has made them a local household name and a hit with Nazareth's tourists. Many tourists have Mahroum Sweets exported to enjoy Mahroum sweets in the comfort of their homes. Over the years, Mahroum has expanded to more locations and by adding more production and export lines to serve the ever growing demand of their valued customers. This growth prompted Mahroum to develop in-house technology that keeps their handiwork fresh from the Mahroum Sweets atelier to your door. Only the freshest, highest quality ingredients are used in production of all the sweets. No substitutes or fillers. Only the best ingredients. Recently, an additional line of gluten free, sugar free sweets has been added to the Mahroum family to serve all of our customers and their health.



## Naji Makhoul & Sons Ltd.

**We export since the 1980s, our main markets are Spain and the United States, we produce raw sunflower and Watermelon seeds inshell**

The company has been established since 1983, and its shareholders are relatives to Makhoul family only. Among other activities, the company is a leader of sorting, cleaning & trading agriculture fresh product in the area. In addition to the local commerce activities, the organization is an exporter since the end of 1980s to both main markets in the world, Europe & the United States of America. Furthermore, we import seeds & nuts from the global market for local commerce. We concern, worry and take care of our local products starting with supervising the activities of our suppliers, i.e. planting, during the growing & the Harvest. The company is characterized by its suppliers that are from both communities Arab farmers & 'kibbutzim' (kibbutzim: are collective Jewish communities in Israel that are based on agriculture), continuing with sorting, cleaning & packing by our own modern machinery.





[neptunefoods.co.il](http://neptunefoods.co.il)

**Neptune foods products (1990)Ltd.**

**Meal Kits, Spices, Sauces, Spreads & Salty Snacks**

“Neptune Food Products Ltd. is a family owned company established in 1981 with a passion for food in general and spices in particular. The family’s connection to food originated four generations ago. The desire to make food taste better by means of collaborating world-wide flavors is still a part of the family located in distant India, where the ancestors are to this day trading spices. After more than three decades of experience in the global spice market and four generations of production, Neptune is one of Israel’s largest importers of spices and raw materials for the food industry. They import, manufacture, market and export to the institutional and retail markets a variety of unique seasoning mixes, quality spices, herbs, a wide selection of sauces, fine spreads, rich seasoning mixtures for rice and a wide variety of other products. The company’s CEO and Founder, Yonathan states: ““We are a family that produces tastes that families love”” All Neptune Products are kosher certified.”



**Pri Chen**

**PRI-CHEN has manufactured innovative and top quality processed, pickled, and canned vegetables for three decades.**

PRI-CHEN is a leading Middle Eastern manufacturer of a wide variety of processed, pickled, and canned vegetables. For over three decades PRI-CHEN has combined expertise, tradition, and modern technology in order to produce unique and innovative products that are known for both their taste and excellence. The high standards that are maintained by PRI-CHEN assure that it’s customers will enjoy high quality products. PRI-CHEN can offer a wide range of authentic products including over eight (8) types of pickled cucumbers, six (6) types of processed olives, pickled.





<http://www.mightysesame.com/>

**Rushdi Food Industries Ltd.**

**One of the biggest Tahini and Halva manufacturers in the world, with a goal to reveal the wonders of sesame to the world!**

Rushdi Foods Industries is highly experienced in focusing on one ingredient - Sesame seeds - applying the strictest international standards of food production (ISO, HACCAP,GMP and BRC), experienced QA and R&D teams backed up with inner and external authorized laboratories. Rushdi is your accountable partner offering: Patented Ready to eat Tahini in a Squeeze & Serve bottle, one ingredient only, excellent source of Calcium, plant based protein, different flavors and Organic. Unique Tahini with



[www.wyler.co.il](http://www.wyler.co.il)

**Wild Farm**

**Wild Farm - Your Solution for Tofu and Tofu Products.**

Wild Farm specializes in producing Tofu, specifically Tofu and Ready to Use Tofu Products. The unique product offerings include Tofu from Chickpeas in various flavors (fresh), Vegan Tofu “Schnitzels” and Vegan Tofu-Vegetable sliders. The “Schnitzels” and Sliders are sold as Frozen Products and are “Ready to Eat”.







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.

© August 2021  
The Israel Export & International Cooperation Institute.  
Production: IEICI Media and Communication Division.  
Design: Nurit Shelach.  
[www.export.gov.il](http://www.export.gov.il)