

SAVE the DATE



Dear Producer,

Shufersal is the most prominent retail chain in Israel, with an annual income of 4.11B USD and the largest private label with over 5,000 products holding 25% of its overall sales.

In the below link, you can get more information about our company:
<https://www.youtube.com/watch?v=4Z2tTkL2Mw8&feature=youtu.be>

Due to current social distancing guidelines, and absence of exhibitions, there are presently limited opportunities to meet face-to-face and to learn about product novelties and developments.

Shufersal will conduct a B2B digital event designated to German producers.

16.3.21

What categories are we looking for?

chilled and frozen food:

- Frozen Vegetables

Super kosher dairy products:

- UHT cream 15%, 38% fat
- Cheese\desserts\other products with a long shelf life

Dry and Organic products:

Cereals • Muesli bars • Gluten free products • Indulgence organic products • Savory Snacks • Crackers • Confectionery • Healthy/Organic Snack • Ready to eat products (shelf life over 90 days)

- Dry pasta (legumes, spelt)

Household Detergents:

Laundry pods • Dishwasher pods
(both multi caps)

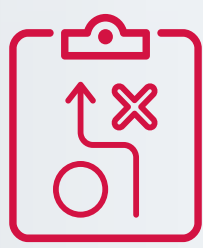
Important information:

- We would like to work with companies that can produce for our private label under the Shufersal (PL) brand.
- QA certificate we require: BRC, IFS, HACCP, SQF, FSSC 22000
- We only work directly with producers.

WHAT'S IN IT FOR YOU?



Identify opportunities for collaboration with Shufersal and grow your business



Learn more about Shufersal's business environment, the Israeli market trends and dynamics



Discover more about Kosher production, with the guidance of our Shufersal experts

Looking forward to expand our mutual business ventures.

Respectfully,

Korin Ketner
Private label Director
Shufersal LTD

Galit Levinsky Cohen
International Sourcing Manager
Shufersal LTD

Producers are invited to send catalogs and request a meeting free of charge until February 10th, 2021:

IntsourcingShufersal@shufersal.co.il

For further information please contact us:

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This event is held with the support of Federation of Israel chambers of commerce