



מכון היצוא  
ISRAEL EXPORT  
INSTITUTE



Ministry of Economy and Industry  
Foreign Trade Administration

ISRAEL

ANUGA 2025

Israel Innovative FoodTech Solutions



ANUGA 2025- OCT 4-8. COLOGNE GERMANY  
KOELNMESSE, FAIR GROUNDS, COLOGNE

# CONTENT

The Israel Export & International Cooperation Institute	3
The Foreign Trade Administration	4
Achva	5
Beth-El Food Ltd	6
Creative Pea Ltd	7
Fresh Asia Ltd	8
Naji Makhoul & Sons Ltd	9
Pri-Chen	10
Torr FoodTech	11



THE ISRAEL EXPORT &  
INTERNATIONAL COOPERATION INSTITUTE

# INSPIRED BY INNOVATION, CONNECTED AND COORDINATED

---

**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 to international platforms, increases the global awareness and creates business opportunities for the Israeli companies.

**Adi Teicher** | Director of Food, Foodtech and Wine Israel Export Institute  
T: +972 50 7584828 | [adit@export.gov.il](mailto:adit@export.gov.il)

**Ifat Kojokaro** | Int'l Exhibitions Manager | Israel Export Institute  
T: +972 54 6518855 | [ifatk@export.gov.il](mailto:ifatk@export.gov.il)



Ministry of Economy and Industry  
Foreign Trade Administration

## THE FOREIGN TRADE ADMINISTRATION (FTA) AT THE ISRAELI MINISTRY OF ECONOMY AND INDUSTRY

---

Through our headquarters in Jerusalem together with over 45 economic and trade missions in key financial centres 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 boost our industries in foreign markets. Our network of highly experienced economic representatives provides a wide range of services to Israeli companies and to the international business community.

The FTA is divided into three divisions and areas of operation:

- Export and Foreign Investments Promotion Division – works to ensure the continued development and diversification of Israel's exports.
- Trade Policy and International Agreements Division responsible for Israel's free trade agreements, maintaining and developing intergovernmental relations and addressing regulatory barriers that affect the Israeli industry.
- International Financing Division – offers different programs to support new Israeli exporters in their business operations abroad.

**Yaniv Tessel** | Head of Economic and Trade Mission

T: +49 30 20644917 | [Yaniv.tessel@israeltrade.gov.il](mailto:Yaniv.tessel@israeltrade.gov.il)

**Dr. Besmira Sinanaj** | Business Development Manager, Economic & Trade Mission,  
Israeli Embassy, Berlin, Germany,

T: +49 30 20644912 | [Besmira.sinanaj@israeltrade.gov.il](mailto:Besmira.sinanaj@israeltrade.gov.il)

# Achva

[www.english.halva.co.il](http://www.english.halva.co.il)



## categories:

- Organic Products
- Vegan Products
- Free From Products (Gluten Free, Sugar Free, Dairy Free, Allergen Free)
- Plant Based Product
- Superfood
- Reduced Sugar
- Tahini

Achva is one of the world's leading food manufacturers specializing in sesame-based products such as tahini, halva, and more. Established in 1929, Achva is one of Israel's oldest and most experienced food producers. Its products are sold in numerous countries and are trusted by a wide range of sectors and customers.



# Beth-El Food Ltd.

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



## categories:

- Vegan Products
- Free From Products (Gluten Free, Sugar Free, Dairy Free, Allergen Free)
- Reduced Sugar
- fruit spreads 100% from fruit, Marinades

**Beth-El Food/Aunt Berta is one of Israel's leading gourmet producers of premium fruit spreads and preserves.**

Aunt Berta's crafts exquisite, natural fruit spreads that evoke a rich, authentic taste of Europe and the Mediterranean. Our unique, community-owned company blends time-honored, 200-year-old family recipes with advanced production techniques in our state-of-the-art facility. We meticulously source premium, hand-picked fruits and vegetables from the fertile soils of the Galilee.

**\*\*Unique Selling Proposition:\*\*** Aunt Berta's delivers a nostalgic, unparalleled flavor experience by harmonizing generations-old recipes with modern, high-standard production. Our commitment to natural ingredients from local Galilee farms, coupled with our efficient, internationally certified facility, allows us to offer premium quality and reliability, as evidenced by our partnership with the world's largest retailer.



# Creative Pea Ltd

[www.shopcreativepea.com](http://www.shopcreativepea.com)



## categories:

- Vegan Products
- Free From Products (Gluten Free, Sugar Free, Dairy Free, Allergen Free)
- Sport Nutrition
- Alternative Protein
- Plant Based Product
- Superfood

We are an innovative food company specializing in the development and production of Plant based alternatives to Meat, chicken, and fish all mad from high quality pea protein.

Our products deliver exceptional taste, authentic Texture and Maximum convenience with no refrigeration Required.



# Fresh Asia LTD

[www.getfreshasia.com](http://www.getfreshasia.com)



## categories:

- Vegan Products

## To Bring The Traditional Flavors Of The Asian Kitchen To The Western Palate – On A Large Scale!

Established in 2017, Fresh Asia is on a mission to produce innovative solutions for the food industry, taking traditional Asian recipes and production methodologies, and brilliantly adapted them to suit western tastes, manufacturing conditions, and the increasing demand for healthy gluten-free alternatives.

Looking at recipes, production lines and packaging solutions, Fresh Asia products enable a reduction in kitchen personnel by simplifying preparation, while enhancing dish quality and food safety.

Innovative per-portion packaging completes the Fresh Asia approach for a product that is not only tasty, but is also easy to use, has a long shelf life and is financially viable.





# Naji Makhoul & sons Ltd

[www.najiseeds.com](http://www.najiseeds.com)



## categories:

- Farm to Table - Fresh Produce
- Snack Bars
- Cereals

Established in 1983, Naji Makhoul Company has over 40 years of experience and is a leader in sorting, cleaning, and trading fresh agricultural products such as watermelon seeds, sunflower seeds, wheat, and chickpeas.



## categories:

- Vegan Products
- Superfood

## **PRI-CHEN is manufacturing innovative and top quality processed, pickled, and canned vegetables**

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.



# Torr FoodTech

[www.torrfoodtech.com](http://www.torrfoodtech.com)



## categories:

- Vegan Products
- Free From Products (Gluten Free, Sugar Free, Dairy Free, Allergen Free)
- Plant Based Product
- Snack Bars
- Cereals

**Bars full of wonder—no fillers, no filters, just pure, uncompromised goodness**

Torr FoodTech is transforming snacking with our proprietary iWeld™ technology, which eliminates the use of sugary binders or artificial sweeteners. Using only 100% natural ingredients, such as fruits, nuts, and seeds, we craft clean label, minimally processed snacks in both sweet and savory flavors. Our flagship brand, Presteez, offers high fiber snacks free from added sugars or sweeteners, gluten, artificial colors, and preservatives - letting real ingredients shine for a delicious, balanced bite.



ISRAEL

# ANUGA 2025

Israel Innovative FoodTech Solutions



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.

© May 2025 The Israel Export & International Cooperation Institute  
Production: IEICI Media and Communication Division | Design: Nurit shelach

[www.export.gov.il](http://www.export.gov.il)