



# ISRAFOOD AMERICAN CAFÉ 2004 TEL AVIV

- WHO:** Producers and exporters of U.S. food and beverage products
- WHAT:** The *American Café* at ISRAFOOD – 21st International Food & Beverages Exhibition in Tel Aviv for the retailer and wholesaler food industry.
- WHEN:** November 22-24, 2004
- WHERE:** Fairgrounds (Exhibition Center), Tel Aviv, Israel
- WHY:** The largest trade exhibition of its kind in Israel, ISRAFOOD represents an excellent opportunity to present products to key food importers, distributors, retailers, wholesaler and processors

## **THE ISRAELI MARKET:**

- ✓ The monthly household consumption expenditure totaled \$2,323, of which \$384 (16.5 percent) were for food consumption. Also, the income is growing each year
- ✓ Americanization- The Israeli consumer like American products
- ✓ Due to the fast devaluation of the EURO against the Israeli Shekel, more and more importers are seeking American products
- ✓ Between 60 and 70 percent of the consumers consume Kosher products

## **BEST PRODUCTS:**

Dried fruit and nuts; juices and nectars; energy drinks; wines; spirits; black and instant coffee; morning cereals; candies and bonbons; baby food; instant meals; microwave meals; canned fruit cocktail; long life milk; powdered soups and sauces; soy food products; tilapia fish and seafood products; snack foods; frozen vegetables; frozen pizza; cheddar cheese; ice cream; and intermediate products for further processing (whipped toppings, corn and potato starch, milk powder).

## **CONTACTS:**

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Tobitha Jones, Trade Show Coordinator  
USDA/FAS/Washington  
Tel: (202) 690-1182  
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E-mail: [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov)

**APPLICATION DEADLINE:** August 30, 2004  
**PARTICIPATION FEE:** \$500 for the Café \*

\* A limited number of individual booths will also be available (at a higher price) – please contact us for further information

AMERICAN CAFÉ  
Israfood  
Tel Aviv, Israel-November 22-24, 2004  
APPLICATION

COMPANY NAME \_\_\_\_\_  
CONTACT NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
\_\_\_\_\_  
PHONE NUMBER \_\_\_\_\_  
FAX NUMBER \_\_\_\_\_  
E-MAIL \_\_\_\_\_

The cost to display your products will be \$500.00. This is NON REFUNDABLE. Transporting your products from the consolidation site to Israel is included in this fee.

Product Information

Product(s): \_\_\_\_\_  
\_\_\_\_\_

Product(s) description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Is the product already in Israel or Palestinian Authority? \_\_\_\_\_

If yes, provide the name and \_\_\_\_\_  
address of the broker/distributor \_\_\_\_\_

If no, are you actively searching for an agent? \_\_\_\_\_

In what type of packaging is the product available?  
(e.g., HRI, retail, vending, etc.) \_\_\_\_\_

Has the product been packaged for Israel \_\_\_\_\_

If not, are you willing? \_\_\_\_\_

If possible, please send us a price list. \_\_\_\_\_

Is the company able to supply \_\_\_\_\_ Large supermarket chains  
\_\_\_\_\_ Small independent grocery chains  
\_\_\_\_\_ Large foodservice chains  
\_\_\_\_\_ Small independent operations

Presentation instructions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Promotional items to be included: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please fax application to Tobitha Jones Fax (202) 690-4374

We will fax you a contact list of interested buyers by January 15, 2005

