

ADVANTAGE AUSTRIA WEBINAR • ISRAEL

Exporter's Perspective

Bringing Twist and Drink (Dreh und Trink) to Israel:
lessons from four phases

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A young market with big families

3.2 M

children aged 0–17: almost one in three Israelis (31.5%)

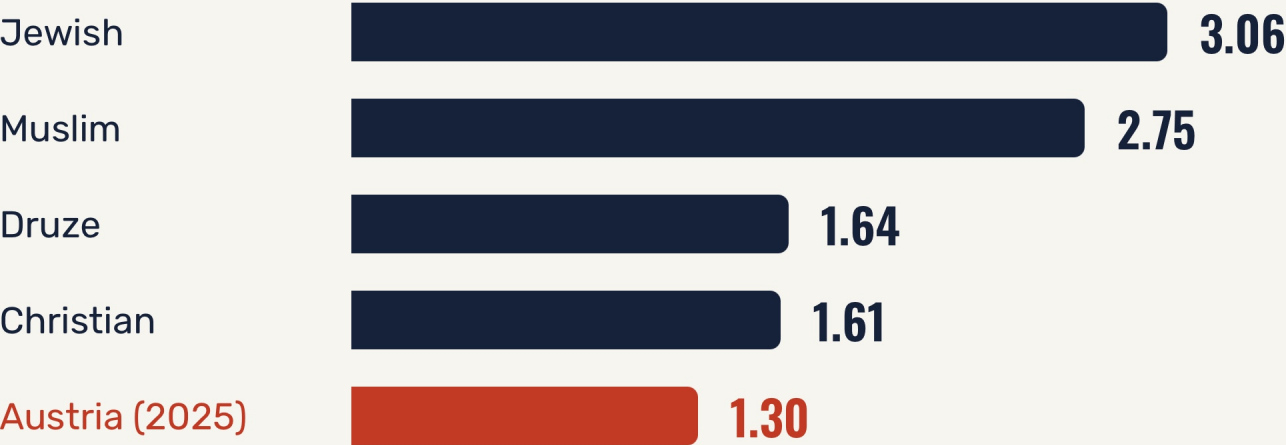
181,614

babies born in 2024 (Austria 2025: 76,067)

3.18

people per household on average

Children per woman by religion (2024)



27% of Muslim households have six or more members, vs. 10% of Jewish households.

COMPETITIVE LANDSCAPE

One local rival: the 40-pack pouch

	Tropit (local, Capri-Sun style)	Twist and Drink
Format	200 ml pouch with straw	200 ml bottle with twist cap
Pack	40-pack carton	4-pack, plus 24-unit trays of singles
Flavours	Typically one: grape	A full range; strawberry is #1
Price per unit	Under ₪1 (≈ ₪29–35 per 40-pack online)	≈ ₪2–2.50 on multi-buy promotions
Made in	Israel	Europe (imported)
Typical use	Parties, kindergartens, summer camps	Treats, impulse, gifting

Don't fight on price per millilitre: win on fun, variety and the twist cap.

Entering Israel as an unknown legacy brand

01 Start with singles

Consumers try one bottle first – then come back for a whole carton.

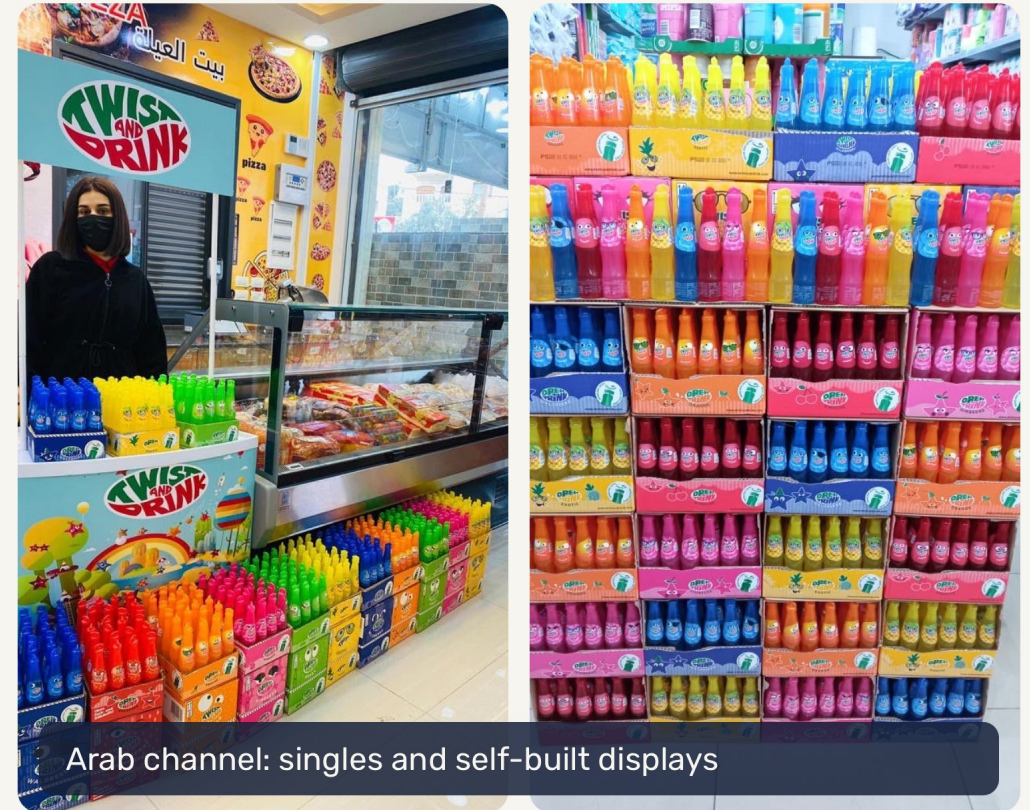
02 Build your own secondary placements

Cartons stacked and cut open on one side: trial purchases at low cost.

03 Non-kosher channel first

Kosher certification meant cost and effort, so we started in the Arab (non-kosher) channel.

200,000 units in the first launch – sold out after 8 weeks



PHASE 2 • KOSHER CERTIFICATION

Certifying the factory

- ✓ **Every input.** Flavours must be kosher; the juice was vegan but uncertified. Sugar, citric acid, water: fine.
- ✓ **Every detail.** Even the nozzle-cleaning ethanol: made from potatoes, not wine, so kosher.
- 👤 **Dual certification at once:** an Israeli rabbinate plus a well-respected rabbinate in Vienna.
- 🌐 **All-year-round certificate:** kosher worldwide without a printed logo – except Israel, where the logo is mandatory.
- 🛡️ **No secrets, mind the MOQ.** Rabbinate talks to each other; supervised runs mean weeks or months of stock.
- ⚠️ **Mixed fillers beware.** Dairy and meat-based recipes (e.g. beef collagen) on one line mean a strict protocol review.



THE EFFORT

+1

additional audit per year

PHASE 2 • INTO KOSHER RETAIL

Listings and multipacks

01 Listings in kosher retail

Listings achieved, for example at Rami Levy.

02 Switch to 4-packs

Israel is a multipack market.

03 Check multi-buy prices

Don't benchmark single-unit shelf prices: the discounts are given on multi-buys.



Multi-buy price tags



2+1 promotion

Doing business during the war

What changed

Essentials over impulse: fewer trips, bigger baskets.

Slower imports: fewer port workers, delayed shipments.

Stop-and-go demand: like COVID lockdowns. Shops reopen, people buy; rockets fly, nothing moves.

How to respond

Flexible payment terms — times are exceptional.

Stay close, stay patient. With 15–90 seconds to reach a shelter, nobody cancels a meeting first.

Budget like a pessimist.

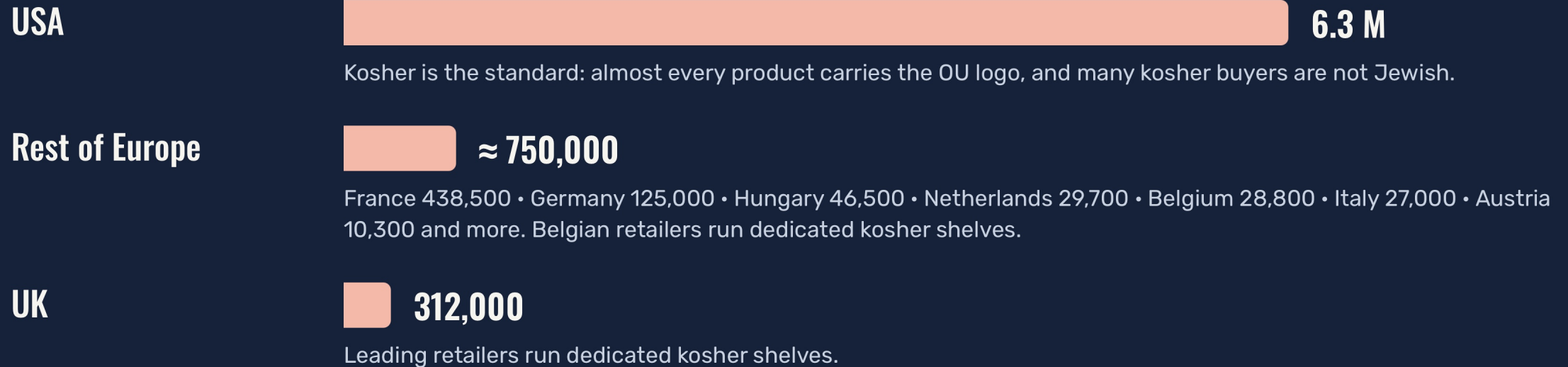
Keep packaging in stock. Continuity is key: lead time cut to 2 weeks plus shipping.

Meet outside Israel — Gulfood, ISM, ANUGA.



Stock ready for peaks

Kosher reaches far beyond Israel



Build certification into product development: brief suppliers, QM and R&D early.

KEY RETAIL EVENTS

Plan around the holiday calendar

SEP

Back to school

Lunchbox season:
multipacks for school
and kindergarten.

SEP / OCT

Rosh Hashanah

Gift baskets from
employers and family;
Sukkot school break.

DEC

Hanukkah

Doughnuts, sweets and
small gifts for children.

DEC / JAN

Christmas & Novy God

Christmas for Arab
Christians, New Year
for Russian speakers.

FEB / MAR *

Ramadan & Eid

Iftar gatherings with
sweets and drinks; gifts
for kids at Eid.

MAR

Purim

Costumes and gift packs
of sweets and drinks
(mishloach manot).

MAR / APR

Pesach

Peak season — needs
a separate Kosher-for-
Passover certificate.

JUL / AUG

Summer camps

Kaytanot, birthdays
and parties drive bulk
kids' drinks.

* Islamic holidays move about 11 days earlier each year; Jewish holidays follow the lunar calendar.

General tips for the Israeli market

Price and competition

Pricing is key. A price-sensitive market with strong discounter pressure.

Grey imports. Permissive rules, and the 2025 EU-alignment import reform lowers barriers further.

West Bank price points. ½ or 1 shekel steps – ₪1.60 becomes ₪2. Cheap Turkish imports are hard to beat.

Find your niche. Most products exist kosher and as private label – there is always a niche left.

Consumers and certification

A melting pot. Russian-, Arabic- and English-speaking shoppers – see Tiv Taam.

No single kosher standard. Different religious streams – some products carry three certificates.

Check acceptance. Not every EU kosher certificate counts – use your importer's certification.

Assortments differ. Strawberry is #1 in Israel (rare in Europe), cherry is weak, cola was delisted.

Red sugar label. Drinks above 5 g sugar per 100 ml need a front-of-pack warning.