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ECOWIRE INVESTMENTS

Our passion
is providing customers
with global flavors



Oshri Dahan,
Co - Founder & CEO

Oshri – local market expert, Retail End Customer Project Manager.



As a young farmer, I've realized that the road from the field to the plate begins with a vision. This vision must be followed by an accurate planning, starting from the choice of field, the plowing, the sowing, the fertilization, the pest control and all the way to the fruit harvesting.

Then, just as important are the marketing, sales and distribution.

The whole “end-to-end” road that begins with a vision requires great effort, creativity, efficiency but also plenty of patience, tolerance and infinite persistence with a lot of love for the method.

This is where I've drawn my values that have paved my way then. The same values that pave my way today."



Boaz Weinstein,
Co-Founder
& Business Development

Boaz - expert in locating Products, manufacturers and suppliers.



My love for people and cultures has led me to Anthropology and Sociology studies at the university. I've always known that after graduation, I would travel many countries and explore cultures, the people living there and their foods and so I've done!

I launched a worldwide tour and developed curiosity and never-ending love for a variety of cultures, traditions and foods. Among the various things that I've explored, I have studied the cause for difference in flavors and cultures and the reasons why a specific raw material is widely consumed by one culture compared to another.

Upon my return to Israel, over a decade ago, I met Oshri and our connection led to a spark... leading to Eco Wire - A home of products from all over the world, with an expertise in sales in the local market."

**"We believe
in partnership,
ambition
and devotion"**



Our Expertise and Values

We believe in hard work, dedication and building a long-standing partnership with our suppliers and clients.

- ✓ **Building a distribution strategy** - Eco Wire offers services and products that bring value and cost efficiency to the customer. In collaboration with each of our brand-partners, we tailor strategic distribution in Israel.
- ✓ **Sales and pricing** - Through the use of technology, business practices and a long relationship with the community it serves, Eco Wire is able to offer its customers competitive pricing, reliable service and knowledgeable support.
- ✓ **'End to End' Supply Chain** - We implement and oversee the complete supply-chain, ensuring fast turn-around times from order to delivery and reduced costs through efficiency in handling, carrying charges, ordering, warehousing and inventory management.
- ✓ **Authorities** - Generating import certificates of approval: The Standards Institution of Israel, Ministry of Health, Issuance of kosher certificates.

OUR GLOBAL PARTNERS

Eco Wire Investments Ltd. imports foods and beverages from the United States, Europe, Asia and Africa.

We pride ourselves on representing reputable manufacturers, developing and forming lasting partnerships, working together to grow brands and ensuring longevity within the trade for all our grocery items.

We specialize in the following product categories: Sweets and snacks, Premium, free-from and Organic, Ethnic foods. (Within these categories, Eco Wire also offers transportation of frozen and chilled foods).



AMONG OUR SUPPLIERS



ECO WIRE'S STRENGTHS

Eco Wire maintains excellent connections with trade managers at the leading supermarket chains in the Israeli market.

The company follows an efficient method of reducing logistics and operational costs significantly. It enables profitability along with flexibility in pricing to the wholesaler and enable sales at competitive prices.

EVERY YEAR WE:

- Manage over a thousand new **products**. The products are being sold on a wide distribution at selected stores and on great shelf spaces.
- End-to-end supply chain management for hundreds of **containers**.
- Eco Wire maintains business relationships with dozens of **customers** in the local market.



🗨️ We look forward to a future of continued growth, customer satisfaction and a thriving economy in Israel."

PRIVATE LABEL

Eco Wire specializes in building private brands to its clientele for big, known companies in the local market, including for "Shufersal" (the largest supermarket chain in Israel).



AMONG OUR CLIENTS IN ISRAEL





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