

P R E M I U M

Marketing Amos Diari LTD



Premium
Marketing Amos
Diari LTD

About Us

We are an Israeli leading import company of confectionery and Ice cream products, with over 20 years of experience in the field.

The company was established by Amos Diari as a private family-owned company which imports and distributes top products from all around the world and Europe especially.

We are focusing on import premium quality products from leading companies with international fame and represents them as the sole agent for Israel. Premium Marketing takes great pride in its ability to know, understand, and anticipate market needs and tastes.

Our company's import splits into 3 divisions:

1. Direct import from manufacturers, with an emphasis on building a strong reputation to the products in the Israeli market.

2. FMCG division, and providing the market the most wanted and famous branded items.

3. Ice cream division

We delivers directly to boutique candy stores and supermarkets all over Israel through extensions of wholesalers.

Premium Marketing is based in Petah Tikva, Israel, which is located in the center of Israel and provides convenient access to all major population areas in Israel. The company's headquarters, refrigeration facilities, and warehouses are all located under one roof which gives the company great flexibility, response time and excellent customer service.



In our main import division , we are working directly with manufacturers from all around the world, as an exclusive distributor in Israel.

			
			

Sperlari (Italy), Borggreve (Germany), Cloetta (Netherlands), Beacon (South-africa), Carletti (Denmark), are just examples for the producers that we work with directly and officially. We are buying on a routine basis, all over the year.

Our main strategy by cooperating with a manufacturer, is building a products line which provides all the elements that our market demands – , Good taste, Good price, and Kosher certified.

In the first step of a new cooperation together with a factory , our conception is to create a products lines which should be suitable to the Israeli market, and later, to add more and more products to the assortment.

The State of Israel has a population of more than 9 Million citizens, which big part of them is looking to consume kosher food products only, mainly for religious reasons.

Sales difference between having the product kosher or not-kosher can go up to 70-80%.

Therefore, we, Premium LTD, are looking to import kosher certified lines, while we are able to assist the manufacturer with all related issues (Including finding the Rabbi for the specification, documentation, etc.)



Our second import division includes importing FMCG confectionery & snacks products, from all around the world.

			
			
			

We are importing famous brands products Such as Ferrero, Nestle, Mondelez, Masterfood, Lindt ,Haribo, Perfetti van Melle, Wrigley, Storck, Hershey's, Coca Cola, Frito-lay, and more.

During the last 10 year, we built long-term relationships with our suppliers (trading wholesalers/exporters).

Our routine order volume is a Mix 40ft container or FCL, depending on the brand's and product's strength .

The kind of deals that we do can be Regular all-year-around products, special offers, Seasoning offers and even short bbd / clearance offers.

Our Ice-cream division refers to the famous brands and products. We are importing brands such as Froneri (Milka, Toblerone, Oreo), Mars (Snickers, Twix, Bounty, etc), Lotus, and more .

Few years ago we have built a complete set which includes freezing room , trucks , and access to the biggest ice cream wholesalers and distributors in Israel and the West bank .





Our company was established over 20 years ago, and during the years we made great business contacts with our clients.

We are mainly distributing our goods to the Retail market:

- ✓ Candy stores
- ✓ Gas stations convenience stores
- ✓ Wholesalers and Distributors
- ✓ Mini markets inside and outside that cities
- ✓ Supermarkets chains
- ✓ Pharmacy stores
- ✓ Online food shops

As one of the most experienced and old hand companies in the Israeli Confectionery market, the main goal and target of our company is the service that we give to our clients.

Punctuality, terms of transportation, and proper handling of the goods, are some of the sections that our distribution team knows how perform in the best ways.



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CONTACT US

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