



The spontaneous acquisition of an ice cream machine in 1945 formed the establishment of Strauss Ice Cream operations. The Company, which has grown and evolved over the years, became affiliated with Unilever, incorporating its strengths in the local market along with international expertise and knowledge to become the leader of Israel's ice cream market

The story of Strauss Ice Cream begins in the vision of Hilda Strauss to create ice cream in Israel, and continues throughout the years as the basis for activity in the ice cream market, its affiliation with Unilever and to its leadership of the ice cream market in Israel.

### Brand History

In 1945, Hilda Strauss arrived in Tel-Aviv to collect money from a distributor who sold cheese that she and her husband Richard created in the dairy they founded in Nahariya.

The distributor did not have cash but Hilda noticed that in the corner of the store stands an ice cream maker. She agreed to receive the machine instead of cash and ordered a truck to ship the machine back to Nahariya.

A few weeks after the machine arrived in Nahariya, the Strausses began selling their ice cream to cafes

in the city, and slowly began distributing the ice cream to Haifa and other locations across the country.

In 1962, Strauss opens an ice cream factory in Acre and in 1970, it installs the first automatic ice cream machine in the factory.

In 1979, Strauss purchases "Vitman", the ice cream company and the company's factory in Holon. Although the two companies are under one ownership, they compete against each other in the ice cream market – each one with its brand. Vitman, for example, promoted Mid-Summer Nights Dream (Israel's first super premium ice cream) and Strauss returned fire with the Monaco series.

In 1991, after the Vitman factory in Holon closes, and all production of both companies transferred to the factory in Acre, consolidation of operations of both companies under one management and one organizational structure begins.

### Affiliation with Unilever

In 1996, the merger of the two brands is completed as part of the acquisition of 50% of Strauss Ice Cream Company by Unilever. The Vitman brand is removed from the market, leaving behind many successful products such as the "Krembo", of which Strauss Ice Cream produces to this date 40 million units every winter.

Throughout the years, Unilever increases its ownership share in the joint company until by the end of 2010, it owns 90% of the company. The remaining

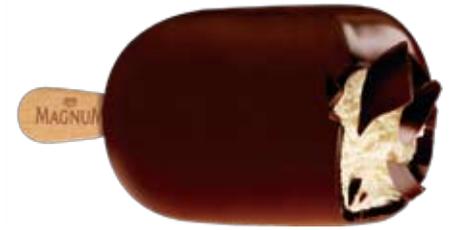
10% remains in the hands of the Strauss Family.

Unilever's entry into Strauss Ice Cream in 1996 upgraded the company in several aspects. First, the encounter with Unilever's international expertise in ice cream improved company managers and employees, and assimilated methodologies of production, quality and control, financial management, marketing and advertising.

For example, Strauss Ice Cream incorporated an innovative management process in which all new product ideas would undergo computerized examination, feasibility, production ability, launch and post-launch control. The process enables the launching of products with the greatest chances of success, as well as the ability to draw intelligent and successful conclusions and the ability to implement them in future development processes.

Strauss Ice Cream also assimilated quality and quality control processes





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based on Unilever global standards. Over the past decade, the company in Israel has been awarded highest Unilever quality score - A - based on successful compliance in 500 different quality-related parameters.

Furthermore, the affiliation with Unilever allowed Strauss Ice Cream to launch its international brands in Israel, including Cornetto, Solero, Magnum and Cremissimo. The last two brands have made a significant contribution to Strauss Ice Cream growth in activities and profitability. Magnum was selected as a Superbrand in Israel for the second consecutive year while Cremissimo has been positioned in first place as the best loved family ice cream in Israel throughout the years.

## The Beating Heart of the Brand

In 1988, Unilever initiated a rebranding process around the world, including Israel, which focused on the launching of a uniform design icon for all of the concern's ice cream companies: the logo of a beating heart designed to broadcast to consumers an entire world of innovation,

dynamism, relevancy and international quality. The use of the heart enabled the brand to communicate values associated with the world of ice cream; fun, vitality, energy, youthfulness and joy.

Throughout the years, Strauss Ice Cream has invested vast resources in communicating the new logo: in television campaigns, packaging, through the media and at every point of sale. In every country, Unilever meticulously ensures that alongside the heart logo, the name of the local company that manufactures the ice cream will also appear in order to leverage local strengths alongside international power.

The investment in communicating the heart icon throughout the years has enabled studies to find that nearly 100% of consumers in Israel to associate the beating heart with Strauss Ice Cream. The fact that the heart is used in all Unilever activities around the world, along with the fact that an increasing number of Israelis travel overseas and are exposed to the logo, has also contributed to strengthening Strauss Ice Cream Company's status in Israel.

## Things You Didn't Know About Strauss

- For many years, Strauss Ice Cream and Vitman Ice Cream Company battled against each other in the market, despite both companies being owned by the Strauss Family.
- The average amount of ice cream consumed per person in Israel is 8.5 liters a year, over 4 liters of which are manufactured by Strauss Ice Cream.
- Until 1970, all ice cream was manually produced.



**1945**  
Hilda Strauss converted a customer's financial debt into an ice cream machine and began producing ice cream.

**1979**  
Strauss acquires Vitman Ice Cream Company.

**1995**  
Unilever acquires 50% of Strauss Ice Cream.

**1998**  
Strauss Ice Cream adds the heart icon to its brand logo.

**2010**  
Unilever Global increases its ownership of the company to 90%. The Strauss Family remains holding 10%.