

Barth

בית
ביחד מאז 1936





The legendary Barth is reinvented

Embracing the timeless wisdom of past generations, we cherish an open-hearted approach.

The Barth company was founded by Margalit, our great-grandmother. As political turmoil escalated in Europe, she recognized that leaving Germany with her family and immigrating to what would soon become the State of Israel was their only option. Before they left, she decided to take a crash course in chocolate making.

Though Margalit did not speak Hebrew, she united people through the snackers and sweets she lovingly crafted.

This marks the beginning of our family's story. What began as a heartfelt endeavor in a home kitchen grew into a thriving family business, with our products reaching customers in Israel and around the world.

Since 1936, our machines have continued their work, driven by a deep passion for human connection.

Our hearts are always open, radiating warmth and joy



Expanding Horizons: “Chocotrade” and Global Connections

In 1963, the establishment of **Chocotrade Ltd**, Barth’s sister company, marked the beginning of a mission to introduce top global brands to Israel.

As the sole agent for over fifteen renowned companies, Chocotrade has been a key player in bringing quality confectionery to the Israeli market.

The brands represented include:

1. **Swizzels Matlows** – sweets (UK: 60+ yrs)
2. **Ricola** – herb candies (Switzerland: 50+ yrs)
3. **Cavendish & Harvey** – candies (Germany: 30+ yrs)
4. **Eichetti** (acquired by **Riegelein**) – ice chocolates (Germany: 25+ yrs)
5. **Laica** - chocolates (Italy: 7+ yrs)

Chocotrade distributes across Israel and the Palestinian sector, serving wholesalers, chain stores, sweet shops, specialty retailers, pharmacy chains, and more. We take pride in serving the market with dedication and heart





Barth regenerates



Alexandra
Aron Barth
2022



Micha
Barth
1978



Oded
Barth
1973



Ruth & Jacob
Barth
1949



Grandma
Margalit
1936

Sandra Barth combines the timeless wisdom of her grandmother Margalit with the entrepreneurial drive of her late husband, Micha, to create a new vision and mission for the Barth company—one focused on fostering meaningful connections between people.

Connection is the Heart of the Story

In today's digital world, we interact on countless virtual platforms, but nothing compares to the authenticity of real-world togetherness. When we share something truly delicious, a magical connection forms. By savoring the moment, enjoying the flavors, and feeling the warmth and closeness that surrounds us, we experience the true power of connection.



New


versa

Old



Our new logo signifies more than a design evolution—it embodies our dedication
to fostering connections through shared moments.

Rooted in the legacy of previous generations, the updated design reflects our modern mission
to bring people together around our special products.

The reimagined  in "Barth" symbolizes an open heart, representing the warmth and inclusivity we aim to create.

Whether it's savoring our snackers, chocolates, biscuits or wafers,
our products are crafted to inspire moments of togetherness.

Moments that spark conversations, strengthen bonds, and create lasting memories.

This new direction celebrates not only our heritage
but also our commitment to **connecting** people **through the joy of sharing**.



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The Vision

Cultivating meaningful connections through sharing, experiencing, and wholehearted giving, all with a passion for more

Core Values

Embracing Friendship, integrity, attentive listening, creativity and professionalism

Moto

Honoring established brands and crafting new products within the “Barth” brand that we proudly want to welcome into our homes

Inspiring the Art of Connection

Workshops:

We empower the younger generation to embrace the art of meaningful connection. Picture a warm setting where flavorful dishes meet enriching values. All you need to bring is your smile. Together, we create lasting, unforgettable moments that celebrate community and connection.



Games:

A multi-generational card game designed to spark meaningful connections, goes beyond being just an icebreaker. By answering "choice" questions, players engage in lighthearted yet insightful conversations, deepening bonds between family members or friends of all ages.

Sample questions include:

- "Take a risk? / play it safe?"
- "Cook at home? / dine out?"
- "Morning person? / night owl?"

The simplicity of the game makes it accessible to everyone while offering an opportunity to learn more about each other's preferences, values, and personalities. These conversations often lead to laughter, surprising revelations, and a deeper understanding of one another.

Such games are particularly valuable in today's fast-paced, screen-dominated world, as they encourage face-to-face interaction and authentic dialogue. Whether it's at a family gathering, a group of friends reconnecting, or even a multi-generational celebration, this game fosters a sense of togetherness and creates shared moments to cherish.

BARTIZM

a movement we
strive to make a
source of inspiration
and a model for
others to emulate.
We supply the tool;
you bring the joy



OBLATIZM

Our Barth production lines showcase a range of offerings, encompassing both sweet and savory options.

The Oblates, produced since 1936, continue to evolve through ongoing innovation.



OBLATIZM

Product Offering: 25g Snack Bags

Perfectly portioned 25g snack bags, thoughtfully packaged into convenient 12-bag displays. Available in three irresistible flavors, these snacks are perfect for everyone (young to adult) to enjoy.

Ideal for dipping in cheese, avocado, hummus, and more, Or simply savor them alongside a refreshing beer—your ultimate munching companion!



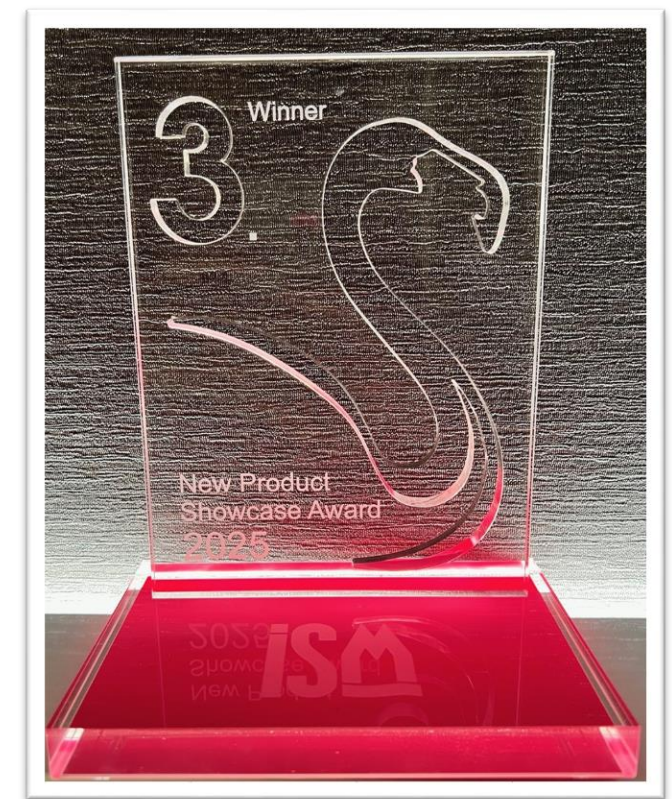
wO's

wO's Newwwwws

We're excited to announce that our healthy, gluten-free snack line crafted from wholesome ingredients, fiber and protein rich legumes like hummus, red lentils, and peas flour won the third prize at the ISM, for innovation in product and packaging. These snacks feature bold and exciting flavors, offering a delicious and nutritious choice for all.



THE WONDERFUL **W**ORLD **O**F **S**HARING



**The images are for illustrative purposes only. Actual products will vary



Spreading Warmth During Challenging Times

In times of war during 2024, the Barth Company partnered with social welfare networks to support displaced families and survivors. Through our heartfelt initiative, we prepare and deliver sweet gift packages to those in need.

What makes this truly special is the participation of families across America, who not only purchase these packages but also personalize them with handwritten letters and cherished photos. Together, we're creating moments of love and solidarity, bringing comfort and care to those who need it most.



Our story is all about the connections we share with one another

Life is so much happier when we're sharing. When you reach out to touch someone's heart, moment melts into your soul and becomes a memory.

That warmth, that comfort, that joy, sharing our



Sweet Solidarity
WITH ISRAEL'S CHILDREN

The entire nation of Israel has been under attack since October 7th. Men and women have been called up to the reserves, streets and stores are empty, schools are closed.

The Barth company is collaborating with social welfare networks to support displaced



Guilt-Free Snacking at Its Best

Indulge in our healthy biscuit snacks, crafted with wholesome ingredients for both kids and adults. Perfectly balanced to satisfy your cravings while keeping guilt at bay—snacking has never felt so good!

Grandma's cookie jar



ביסקוויטיזם



BISCUITISM: The Art of Connection

Biscuitism is a “movement” inspired by the longing to counteract the effects of virtual relationships. It celebrates the simple joy of sharing biscuits while fostering genuine, face-to-face connections.

Members are easily recognizable by their wide smiles, open hearts, and uplifting outlook on life. They follow their hearts and seize every opportunity to share biscuits, spreading positivity one bite at a time.



Connection is at the heart of everything

While virtual friendships thrive, nothing compares to the irreplaceable joy of being together in person. Sharing moments and smiles deepens our sense of connection. When we savor something delicious, a magical moment of enjoyment and bonding arises. With each bite, we feel warmth and closeness, as if the world pauses to embrace us.

CHOCOLATISM

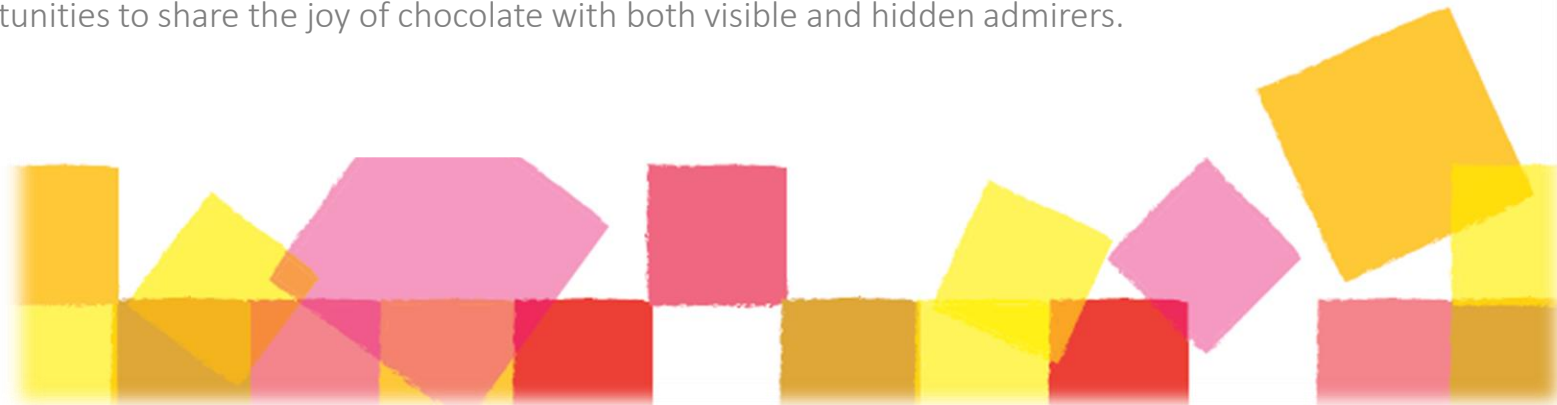
Share joy, connect through taste

A mindful social movement fueled by the love of sharing exceptional chocolate and savoring the pleasure of togetherness.



How to recognize a true “Chocolatist”?

Seek the one with a warm smile, an open heart, and a positive outlook on life. They are masters of listening—attuned to both their environment and their own instincts—constantly seeking opportunities to share the joy of chocolate with both visible and hidden admirers.



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CHOCOLATISM

Share bliss, connect

A conscious social movement driven by a passion for sharing exquisite chocolate and enjoying the pleasure together.

Indulge in our premium chocolate creations:

100g bars filled with love,

180g bars that radiate optimism

“ChocoLarge” – a generous 300g experience designed for sharing.





Friendly Chocolate – Connected and Optimistic

A movement of people eager to share, even chocolate...

180g bars – featuring cubes in varied sizes, so you can choose the perfect bite.

300g ChocoLarge bars – with a unique size and shape, perfect for sharing and enjoying with the whole family.



“Chocobite”

An irresistible treat in a sleek box, perfect for display by the cashier or on your office micro-kitchen counter.

With 111 individually sized pieces, it's ideal for sharing or enjoying solo. A convenient, shareable delight that adds a touch of sweetness to any space!





Innovative Chocolate Gifting

Experience a new way of giving with chocolate gifts designed to evoke genuine emotion. Thoughtfully crafted collections and personalized treats create moments of warmth, connection, and joy, transforming every gift into a heartfelt experience. Perfect for any occasion, these chocolates are not just gifts—they're meaningful gestures that stir emotions and create lasting memories.



ChocoKido

Made with love and wrapped in playful cartoons, these treats are a delightful, kid-friendly indulgence crafted just for the little ones. Perfect for sparking joy and sweetness in every bite!



Introducing the Barthlines:

Sometimes, coffee is just the excuse.
Discover our exquisite pralines, thoughtfully arranged
in a unique gift pack that opens in the middle for easy,
equal sharing.

With 9 pralines in a sleeve, the last one is the
delightful question—how do we share the final piece?

A fun way to spark conversation
and make sharing even sweeter.

Spread the joy!



ToGather Box

Unbox the fun! Lift the lid, and watch as the box transforms into a beautiful serving plate, perfect for sharing with guests and creating memorable moments together.

A delightful and interactive way to enjoy chocolate!



Heartful Connection

Open the drawer to discover four exquisite chocolate hearts filled with creamy hazelnut delight.

A perfect way to share love, sweetness, and connection with someone special





Co-Branding with Jules Destrooper

In collaboration with Jules Destrooper, two visionary family-owned companies come together to create an experience that brings people offline to connect.



Through our exceptional biscuits and wafers, we encourage real, face-to-face interactions—sparking genuine moments of togetherness and shared joy. This partnership is about more than just treats; it's about fostering meaningful connections in the real world.



Thank you for taking the time to
go through the presentation.
I'm excited to hear your
thoughts and discuss further!