

Osem inaugurates new Bamba factory

22 February 2019 | News

Osem recently inaugurated a new Bamba factory at its industrial campus in Kiryat Gat, in the presence of Minister of the Economy Eli Cohen, Industrialists Association President Shraga Brosh, Histadrut Chairman Avi Nisenkorn, and Kiryat Gat Mayor Aviram Dahari. Bamba is one of the leading snack foods produced and sold in Israel. The factory, Osem's third in Kiryat Gat, was built with an investment of about NIS 200 million, on an area of 16,000 square meters, and will employ about 150 workers. During the year, a new state-of-the-art visitors center will be opened next to the factory, to provide an enjoyable experience for the entire family.



Bamba is one of the leading snack foods produced and sold in Israel.

Osem recently inaugurated a new Bamba factory at its industrial campus in Kiryat Gat, in the presence of Minister of the Economy Eli Cohen, Industrialists Association President Shraga Brosh, Histadrut Chairman Avi Nisenkorn, and Kiryat Gat Mayor Aviram Dahari. Bamba is one of the leading snack foods produced and sold in Israel. The factory, Osem's third in Kiryat Gat, was built with an investment of about NIS 200 million, on an area of 16,000 square meters, and will employ about 150 workers. During the year, a new state-of-the-art visitors center will be opened next to the factory, to provide an enjoyable experience for the entire family.

The factory will, in the first stage, enable Osem to double its production volume to about one million bags of Bamba per day, and later on to about 1.5 million bags. Increasing the production capacity will allow the company to supply the increasing demand for Bamba in Israel, produce innovative products developed by the company's scientists, and market Bamba to leading retail chains in the US and to additional new markets around the world.

For more than 30 years, Osem has been marketing its products to the kosher food market in the US and Europe through Osem USA and Osem UK. In 2018, the company began marketing Bamba to retail chains in the US in the "Better for You" segment. Osem is currently starting to sell Bamba through the American retail giant Walmart, and in the coming months it will begin supplying Bamba to a number of additional leading retail chains and pharmacies in the US.