

# Shefa Franchisers Ltd in Consumer Foodservice (Israel)

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## Abstracts

Shefa Franchisers Ltd put significant resources into catering towards the healthier consumer under Aroma Espresso Bar (Israel). The company launched a number of vegan products in recent years. For example, the company launched a vegan version of its well-known blended iced drinks for vegans and those sensitive to dairy products. In addition, the company launched a drink for active consumers which incorporates the superfood spirulina.

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