



CONVENIENCE TRANSLATION

The Hebrew version is the binding version

Sabra Names Jason Levine as CMO

Former Mondelēz Marketing Executive Joins to Further Elevate Sabra within the Fast-Growing Plant-Based Food Movement

White Plains, NEW YORK (March 18, 2019) – [Sabra](#), maker of America’s favorite hummus, has appointed Jason Levine as Chief Marketing Officer (CMO). Levine joins Sabra from Mondelēz International, where he served as North America CMO, working on iconic brands including Oreo and Ritz and successful innovations like belVita and Good Thins. At Sabra, Levine will oversee global marketing and communications. His responsibilities will include driving Sabra’s growth strategy by introducing consumers to new ways of using Hummus and developing new offerings in the high growth plant-based food category.

“I am thrilled to be joining the Sabra team at an incredibly dynamic time in the food industry,” said Jason Levine, Sabra’s newly appointed CMO. “Consumers are attracted to brands that are in tune with their evolving needs and desires. We are in the midst of a plant-based revolution and Sabra has been at the center of it. This brand has been delivering feel-good flavorful foods seemingly before consumers even knew that’s what they wanted. I have always been drawn to iconic, household brands, and Sabra is an iconic brand in a category that is seeing incredible growth. I look forward to working with this talented team as we continue to scale and build a deeper relationship with our consumers, driving growth through plant-based foods.”

“Jason is a recognized innovative marketer, who has contemporized beloved classic brands, built dynamic new equities, and applied successful models to new markets and categories,” said Tomer Harpaz, Sabra CEO. “He is a progressive leader who has elevated the marketing function into a digital-driven, consumer-centric growth powerhouse. Jason joins us at a fantastic time as consumers embrace hummus as a delicious and versatile plant-based food for every day. We’ve put in place a team of leaders ready to challenge conventions and inspire consumers to choose delicious, flavorful foods they feel great about enjoying.”



In his role at Mondelez International, Levine's portfolio included overseeing communications for well-known brands including Oreo, Ritz, Chips Ahoy!. He played a key role in leading the Oreo brand to impressive growth, becoming one of the most respected snacking brands in the world. In addition, he was responsible for breakthrough innovations addressing growing consumer demands for wellbeing including belVita Breakfast Biscuits, Triscuit Non-GMO & Organic, Good Thins, and Baked Ritz Crisp & Thins.

Levine holds an MBA from Tulane University, AB Freeman School of Business and an undergraduate degree from Northeastern University. He'll based at Sabra's headquarters in White Plains, NY and oversee marketing for Sabra and Obela, another joint venture between PepsiCo and the Strauss Group that sells fresh-tasting dips and spreads outside of the U.S. and Canada.

About Sabra Dipping Company, LLC

Sabra makes America's best-selling hummus. We believe in the power of deliciously nourishing food to help you feel good at home, on-the-go and with those you love. Sabra hummus is a simple feel-good food that starts with fresh chickpeas, tahini, a touch of garlic and all the flavor of plant-based ingredients. Sabra hummus is made with chickpeas grown by family farmers in the Pacific Northwest of the U.S. With more than a dozen varieties of hummus to make mindful eating as simple as it is flavorful, Sabra's range includes items that are non-GMO, vegetarian, organic, gluten-free, kosher and vegan and can be found nationwide in club stores, supermarkets, specialty retailers, through food service and at online retailers.

Sabra proudly dedicates time, energy and resources to the communities in which it operates and in 2016 introduced *Plants with a Purpose*, an initiative aimed at reducing the impact of food deserts through improved education and access to fresh produce in underserved neighborhoods. Sabra, headquartered in NY, has gained recognition for its commitment to the environment. Sabra's state-of-the-art manufacturing facility in Chesterfield County, VA has earned Gold certification under the U.S. Green Building Council's LEED certification program. Sabra is a joint venture between PepsiCo and Strauss Group that sells dips and spreads in North America.

Find Sabra

at www.sabra.com, www.youtube.com/sabra, www.facebook.com/sabra, www.instagram.com/sabra, www.twitter.com/sabra and www.pinterest.com/sabradips.

For further information please contact:



Daniella Finn

Director of Investor Relations | Strauss Group

49 Hasivim St., Petach Tikva | 49517

Phone: + 972-3-675-2545 | Mobile: + 972-54-577-2195

Daniella.finn@strauss-group.com

www.strauss-group.com

