



Shali Shalit Shoval concludes her term as CEO of Sabra and Obela

Gadi Lesin, President and CEO of Strauss Group, announced today that Shali Shalit Shoval, CEO of Sabra and Obela, the refrigerated dips and spreads companies jointly owned by Strauss Group and PepsiCo, is expected to leave her position due to her request to return to Israel after five years on the job.

Gadi Lesin: "Shali Shalit Shoval is a highly regarded executive in the Group, who in the past few years led Sabra and Obela on to continued growth and global development and in building a multiyear plan for the companies' continued accelerated expansion in the coming years. Under her leadership, a new global management was formed and brand infrastructure reinforced, while creating strong synergy between the identities of the Sabra and Obela brands, through which the company is active in various markets. In this period Obela became a leading brand in the category in Australia and Mexico, Sabra's penetration rate of US households grew, and at the same time, infrastructure for Obela's entry to Europe was built through the acquisition of the Dutch company Florentin. We are presently launching our hummus products in Germany."

At present, Shali Shalit will continue to serve as CEO, and, together with Sabra-Obela's professional team, to lead the company on to the continued realization of its goals. She is expected to leave her position during 2018 following an overlap period with her successor.

About Sabra Dipping Company

Sabra Dipping Company is a U.S./Canadian joint venture between PepsiCo and Strauss Group.

Sabra Dipping Company is the leader in the Fresh Dips category and producer of America's top-selling hummus. Sabra's award-winning products offer consumers fresh new ways of eating and connecting and include more than a dozen flavors of hummus and a wide range of refrigerated dips including salsa, guacamole and tzatziki. Sabra's range of offerings includes items that are non-GMO, vegetarian, organic, gluten-free, kosher and vegan and can be found nationwide in club stores, supermarkets, specialty retailers and through food service. Sabra operates a gold LEED certified factory in Virginia. 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.

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Obela is a leading global brand for fresh dips and spreads with hummus at the core. It was created to introduce a variety of kitchen fresh and wholesome dips and spreads to consumers all over the globe and to inspire a new way of eating and connecting. Established 2012 in Mexico and Australia (2013) Obela quickly became the leading hummus brand, preferred by consumers. Obela is currently being sold in Mexico and Australia and New Zealand (April 2017). The Obela Western Europe Headquarter is located in Mijdrecht (South of Amsterdam). The brand belongs to PepsiCo-Strauss Fresh Dips & Spreads International GmbH.

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