



Dear Sir or Madam

Dear friends

Today's newsletter looks at the 50th anniversary of "Operation Entebbe", the American ice cream brand "Ben & Jerry's", and entrepreneur Estée Lauder.

Today's topics

Zero hour. On 4 July 1976, a 100-strong Israeli elite unit freed 102 hostages at the airport in the Ugandan city of Entebbe from Palestinian and German hijackers. To this day, it remains the most spectacular rescue operation of its kind. To mark the 50th anniversary, the Israel State Archives has released previously classified documents for public inspection. They show the difficult decision-making process within the Israeli government that ultimately led to the military operation in Uganda. ["Zero Hour Approaches": 50 years ago, Israel carried out the rescue operation in Entebbe - FokusIsrael](#)

Milk & Honey. The American ice cream brand "Ben & Jerry's" was also popular in Israel. Then its Jewish founders wanted to ban sales in the West Bank. But this boycott turned out to be an own goal. Israeli franchisee and importer Avi Zinger fought back and was supported by Ben & Jerry's parent company Unilever. As a result, Zinger is allowed to continue selling the ice cream in Israel. In Israel, it is no longer

called "Ben & Jerry's", but "Milk & Honey". [Israel: "Ben & Jerry's" Becomes "Milk & Honey" - FokusIsrael](#)

Woman of the century. Josephine Esther Mentzer, born in Queens, New York, to Hungarian-Jewish immigrants, became one of the great entrepreneurs of the 20th century. As Estée Lauder, she founded a global company and continues to define luxury cosmetics to this day. In an AI conversation with FokusIsrael.ch, she describes the secret of her success and explains her stance on Judaism and antisemitism. Estée Lauder to FokusIsrael.ch: [Estée Lauder to FokusIsrael.ch: "Anti-Semitism rarely begins with violence. It begins with silence."](#)

More up-to-date coverage on Israel, the Middle East and antisemitism can be found here:

[More News on FokusIsrael.ch](#)

I hope you find our information of interest.

I wish you a good weekend.



Verein Fokus Israel und Nahost

Sacha Wigdorovits

Editor-in-Chief

Verein Fokus Israel und Nahost

8702 Zollikon

newsletter@fokusisrael.ch

www.fokusisrael.ch

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