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G WILLI FOOD INTERNATIONAL LTD  
Form 6-K  
May 19, 2004

FORM 6-K

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16 of

The Securities Exchange Act of 1934

For the month of May 2004

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G. WILLI-FOOD INTERNATIONAL LTD.  
(Translation of registrant's name into English)

3 Nahal Snir St., Yavne, Israel 81224  
(Address of principal executive offices)

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Indicate by check mark whether registrant files or will file annual reports under cover Form 20-F or Form 40-F:

FORM 20-F       FORM 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b) (1):.....

Note: Regulation S-T Rule 101(b) (1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b) (7):.....

Note: Regulation S-T Rule 101(b) (7) only permits the submission in paper of a Form 6-K if submitted to furnish a report or other document that the registrant foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's "home country"), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and, if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

Indicate by check mark whether registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934:

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YES  NO

If "YES" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-\_\_\_\_\_.

On May 18, 2004, G. Willi-Food International Ltd. (the "Registrant") announced its unaudited financial results for the first quarter ended March 31, 2004.

EXHIBITS

The following document is filed herewith as an exhibit to this Form 6-K:  
Copy of the Company's press release, dated May 18, 2004.

SIGNATURES

In accordance with the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this Report to be signed on its behalf by the undersigned, thereunto duly authorized.

G. WILLI-FOOD INTERNATIONAL LTD.

Dated: May 19, 2004

By: /s/ Joseph Williger  
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Joseph Williger  
Chief Executive Officer

G. WILLI-FOOD INTERNATIONAL LTD  
ANNOUNCES RESULTS FOR THE FIRST QUARTER ENDED MARCH 31, 2004

Q1 SALES INCREASE OF 18%, NET INCOME DECREASE OF 66%

Yavne, Israel, May 18, 2004.

G. Willi-Food International Ltd. (NASDAQ: WILCF) today reported its unaudited financial results for the first quarter ended March 31, 2004.

Total sales for the three months ended March 31, 2004, increased by 18% to NIS 44,431,000 (US\$ 9,813,000) from NIS 37,692,000 (US\$ 8,324,000) for the same period in 2003. The increase in total sales for the three months ended March 31, 2004 compared with the same period in 2003 was due primarily to expanded advertising efforts under the Company's "WILLI FOOD" label during the first quarter of 2004.

Gross profit for the three months ended March 31, 2004 increased by 2% to NIS 8,398,000 (US\$ 1,854,000) from NIS 8,243,000 (US\$ 1,820,000) for the same period

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in 2003. The gross profit represents 19% of the total sales for the three months ended March 31, 2004 compared with 22% for the same period in 2003. The decrease in gross profit, as a percentage of sales, for the three months ended March 31, 2004 was due to, among other things, adverse market conditions and the need to promote the Company's products through discounts and other promotional activities that impacted the profit margin during the first quarter.

Operating income for the three months ended March 31, 2004 decreased by 60% to NIS 1,523,000 (US\$ 336,000) from NIS 3,772,000 (US\$ 833,000) for the same period in 2003. The decrease in operating income was due primarily to the increase in marketing costs during the first quarter. The Company undertook an expansive advertising campaign to promote the Company's brand name and products during Q1 that resulted in a one-time increase in marketing costs of approximately NIS 1,800,000 (US\$ 398,000).

Net income for the three months ended March 31, 2004 decreased by 66% to NIS 1,337,000 (US\$ 296,000) from NIS 3,023,000 (US\$ 668,000) for the same period in 2003.

The basic earnings per share for the three months ended March 31, 2004 decreased to NIS 0.31 (US\$ 0.07) from NIS 0.71 (US\$ 0.16) for the same period in 2003.

G. Willi-Food International Ltd., is engaged in the import, marketing and distribution of over 400 food products, including canned vegetables, pickled olives and other pickled vegetables, packaged fruit, canned and frozen fish, edible oil, dried fruit and nuts, coffee creamers, jams, halva, pasta, tahini, butter cookies and pastries, certain dairy products and certain frozen or chilled products. The Company believes that it is one of the leading importers in Israel of such a broad range of imported food products. The Company sells products with widespread demand in the Israeli marketplace, as well as products that cater to more select groups.

# # #

Except for historical information contained herein, the matters set forth in this release are forward-looking statements that are dependent on certain risks and uncertainties, including such factors, among others, as market acceptance, market demand, pricing, competition, changing economic conditions and other risk factors detailed in the Company's SEC filings.

G. WILLI-FOOD INTERNATIONAL LTD.

CONDENSED CONSOLIDATED BALANCE SHEETS

	ADJUSTED NEW ISRAELI SHEKELS (1)	CONVENIENCE TRANSLATION INTO U.S. DOLLARS
MARCH 31	DECEMBER 31,	MARCH 31
-----	-----	-----
2 0 0 4	2 0 0 3	2 0 0 4
-----	-----	-----
I N T H O U S A N D S		

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ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	19,643	12,463	4,339
Marketable securities	19,662	42,298	4,342
Trade receivables	41,570	29,674	9,181
Other receivables and prepaid expenses	2,796	2,902	617
Inventories	26,314	18,823	5,811
	-----	-----	-----
TOTAL CURRENT ASSETS	109,985	106,160	24,290
	-----	-----	-----
PROPERTY AND EQUIPMENT, NET	3,435	3,398	759
OTHER ASSETS, NET	69	61	15
	-----	-----	-----
	113,489	109,619	25,064
	=====	=====	=====
LIABILITIES AND SHAREHOLDERS'			
EQUITY			
CURRENT LIABILITIES			
Payables:			
Short term bank credit and other	930	45	206
Trade payables	19,379	16,110	4,280
Related parties	725	1,348	160
Other and accrued expenses	3,779	4,796	833
	-----	-----	-----
TOTAL CURRENT LIABILITIES	24,813	22,299	5,479
	-----	-----	-----
LONG TERM LIABILITIES			
Accrued severance pay	191	170	42
	-----	-----	-----
SHAREHOLDERS' EQUITY	88,485	87,150	19,543
	-----	-----	-----
	113,489	109,619	25,064
	=====	=====	=====

(1) Adjusted to NIS as of December 2003.

G. WILLI-FOOD INTERNATIONAL LTD.

CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

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	THREE MONTHS ----- ENDED MARCH 31, ----- 2 0 0 4 -----	ADJUSTED NEW ISRAELI SHEKELS (1) ----- THREE MONTHS ----- ENDED MARCH 31, ----- 2 0 0 3 -----	CONVENIENCE TRANSLATION INTO U.S. DOLLARS ----- THREE MONTHS ----- ENDED MARCH 31, ----- 2 0 0 4 -----
	I N T H O U S A N D S (EXCEPT PER SHARE AND SHARE DATA) -----		
Sales	44,431	37,692	9,813
Cost of sales	36,033 -----	29,449 -----	7,959 -----
GROSS PROFIT	8,398 -----	8,243 -----	1,854 -----
Selling expenses	5,041	2,289	1,113
General and administrative expenses	1,834 -----	2,182 -----	405 -----
Total operating expenses	6,875 -----	4,471 -----	1,518 -----
OPERATING INCOME (LOSS)	1,523	3,772	336
Financial income (expenses), net	546 -----	542 -----	121 -----
Income before other income	2,069	4,314	457
Other income	34 -----	- -----	8 -----
Income before taxes on income	2,103	4,314	465
Taxes on income	766 -----	1,291 -----	169 -----
NET INCOME	1,337 =====	3,023 =====	296 =====

Earnings per share data:

Earnings per share:

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Basic	0.31 =====	0.71 =====	0.07 =====
Diluted	0.31 =====	0.71 =====	0.07 =====
Shares used in computing basic and diluted earnings per ordinary share:	4,277,500 =====	4,277,500 =====	4,277,500 =====

(1) Adjusted to NIS as of December 2003.