

behind the

Union symbol

A PUBLICATION FOR  CERTIFIED COMPANIES

Reaching 4,000 Food Executives & Over 2,500 Companies Worldwide

Winter 2005

3 Making Fruit Jelly Kosher: It's Easier Than Ever

6 THIS JUST IN: OU News Roundup

8 The OU Meets the Challenge of Certifying the Beverage Industry

17 Food for Thought on Campus: An OU Program Brings a Busy Kosher Kitchen to Cornell

Spotlight on OU Companies

No Shortcuts for This Shortbread

IN 1898 JOSEPH WALKER lived with his family in the beautiful highlands of Scotland and had a happy and ambitious dream of producing the finest shortbread in the world. Though only 21 years old, he set about with determination to develop nothing less than a recipe that would result in a perfect and delicious, all natural shortbread.

To his delight, Joseph Walker succeeded in creating a lasting culinary legacy that became, first, a regional favorite. From his small bakery shop in the charming village of Aberlour-on-Spey he created cookies that soon became popular throughout the highlands. A faded photo of Joseph's first delivery wagon pulled by his black horse "Luvie" is today a treasured family heirloom. Little did Joseph realize that over 106 years later, his original recipe shortbread would still be baked in Scotland, but now loved the world over.

Today, Joseph's grandchildren Joseph, James and Marjorie carry forward the family tradition from Abellour. They now operate from one of Europe's most modern bakeries, combining the latest state-of-the-art technology with traditional methods and offering over 50 varieties of shortbread and many other baked delicacies.

Walkers shortbread is the best-known and leading food brand exported from Scotland. It is distributed to over 60 coun-



tries and has received numerous awards for excellence—and yet it is baked as it always has been, using the finest pure creamery butter, flour, sugar and salt without any preservatives, colorings or flavorings. The cookies are prepared in small batches so that they receive the utmost attention and are packaged in the company's signature red tartan plaid cartons and tins with ribbon logo at the peak of freshness.

Because of the care given to the selection of the finest quality ingredients and to each and every step in the baking and packaging process, it was a smooth transition for Walkers to offer kosher products and reach an even wider consumer audience. All of Walkers baked kosher products are prepared under the supervision of the Kosher Division of the Orthodox Union and proudly bear the widely recognized OU symbol of certification.

The Walkers kosher line includes such popular varieties as Shortbread Fingers, Shortbread Petticoat Tails, Highlander Shortbread, Shortbread Rounds, Almond Shortbread, Chocolate Chip Shortbread, Hazelnut Shortbread, Wholemeal Shortbread

“... it was a smooth transition for Walkers to offer kosher products and reach an even wider consumer audience.”

WE WELCOME YOUR COMMENTS & CONTRIBUTIONS

fax
212.613.0775

e-mail
safrane@ou.org

COMPANIES NEW TO THE WORLD of kosher certification and supervision are often baffled by the intricacies of the kosher process and the stringencies placed by the OU. New ingredients, changes in sources of current ingredients, new equipment, brand and product name changes—all require prior and written approval by the Orthodox Union office. At times, sources of ingredients, dutifully submitted to our office with a requisite Letter of Certification, are returned with a “not acceptable for use in OU certified products” notification. What’s all the fuss? Why all of the stringencies? “We are running a business here, rabbi. Ours is a food production business, not a religious seminary. We need to ship out product.”

It is no mere coincidence that the very first law recorded in the Bible is a dietary law: “Of every tree of the garden you may freely eat. But of the tree of knowledge of good and evil you shall not eat” (Genesis 2:16-17). Human beings are composed of body and soul, neither of which possesses exclusive reign over human behavior and thought. Therefore, God must impose limitations, restrictions and guidelines from the very beginning of human existence. Without Divine direction, man could either turn Epicurean—in search of only pleasure, or ascetic—in avoidance of all pleasure.

Having created man “of the dust of the earth,” God recognizes the human need to eat in order to sustain and nourish the earthly element of creation. Just as creation renews itself daily, a human being strives every day to synthesize body and soul with a discipline that will allow for a life worthy of its Creator. Therefore, issues of nutrition and body care are treated as earnestly and scrupulously as ritual. Mysticism teaches that, “The human figure unites all that is above and all that is below....” Indeed, it is the call of a higher discipline that requires a human to meticulously and conscientiously follow every law and regulation that sustains

“Many of our certified companies recognize that beyond the obvious financial gain and benefits, there is a higher calling underlying the placement of that prestigious OU symbol on the packaging of their products.”



the body/soul connection. That higher discipline is Kashrut. Jewish tradition sees the act of eating as an opportunity to elevate one’s behavior to a higher level.

Many of our certified companies recognize that beyond the obvious financial gain and benefits, there is a higher calling underlying the placement of that prestigious OU symbol on the packaging of their products. The CEO of H. J. Heinz understood it this way: “The OU logo symbolizes purity and quality, that the product has been reviewed and looked at and has been found to be **far more than just acceptable.**” The OU certified product embodies the dedication of many good people in your plants and in our OU offices, who have been willing to accept and live by this discipline. That is what the rabbi comes to verify.

Without eating, we cannot survive. But just as any other human physical function may become merely an animalistic act, so the consumption (and production) of food may become a “dead offering.” On the other hand, eating, and the production of food may mirror holiness, and reflect this higher calling. We all eat, but unlike the cultural motto, “You are what you eat,” from the biblical point of view, it isn’t just what you eat, but how you eat—and how you produce the foods you eat—that distinguishes humans from animals. Your company’s continued and consistent compliance with its OU kosher program makes us partners not only in meeting your company’s needs and the Orthodox Union’s requirements, but also in a higher calling. This is the reason for our collective and persistent focus on the details of Kashrut.

Best regards,

Rabbi Dr. Eliyahu Safran
Editor in Chief / Senior Rabbinic Coordinator

Orthodox Union

KASHRUT DIVISION

RABBI MENACHEM GENACK
Rabbinic Administrator

RABBI MOSHE ELEFANT
Executive Rabbinic Coordinator
Director, New Company Department

RABBI YAAKOV LUBAN
Executive Rabbinic Coordinator

RABBI DR. ELIYAHU SAFRAN
Senior Rabbinic Coordinator
Director, Review and Update Department

RABBI YERACHMIEL MORRISON
RABBI ABRAHAM JURAVEL
Ingredient Approval Registry

STEPHEN J. SAVITSKY
Chairman, Joint Kashrut Commission

RABBI HOWARD KATZENSTEIN
Director, Business Management

RABBI EMANUEL HOLZER
Chairman, Rabbinic Kashrut Commission

ORTHODOX UNION

STEPHEN J. SAVITSKY
President

RABBI DR. TZVI HERSH WEINREB
Executive Vice President

DAVID OLIVESTONE
Director, Communications and Marketing

BEHIND THE UNION SYMBOL

RABBI DR. ELIYAHU SAFRAN
Editor-in-Chief

STEPHEN STEINER
Editor

PAMELA WEIMAN
Graphic Designer

Making Fruit Jelly Kosher:

It's Easier Than Ever by Rabbi Gavriel Price

WHEN THE FOOD AND DRUG ADMINISTRATION originally fixed the standard of identity for fruit jelly in 1940, the definition, which was based on the evidence of two centuries of recipe books, was roughly a fifty-fifty combination of fruit or fruit juice and sugar. However, when the FDA modified the standard more recently, the new definition reflected the staggering complexity of the modern food industry. The new standards now permit the addition of acidulants such as citric acid, buffering agents such as sodium citrate, high and low-methoxyl pectins, anti-foaming agents, flavorings, preservatives, and other ingredients.

While the ingredient base for fruit jelly has become larger, kosher rules continue to focus on unchanging themes: the ingredients have to be kosher and the production equipment must be acceptable for kosher production. With respect to both of these areas, changes in the food ingredients market make producing kosher fruit jelly as easy as ever—as long as the proper precautions are taken.

The additives used in fruit jelly are eminently available as kosher certified. PH adjusters such as citric acid and sodium citrate can easily be procured from kosher certified companies, as are flavorings and anti-foams. All of these ingredients must be listed on the Schedule A before they are purchased and brought into the facility. The fruits themselves must be free of insect infestation. When fruit juice, which is used for fruit jelly, is the raw material, the presence of insects is not a problem. But when jams or preserves are the goal, larger chunks of fruit are used. Pureeing fruits ensures that any insects present will be nullified. If the fruit is not pureed, plants must work with the OU to take measures that any potential insect issue be eliminated.

The classic problem for kosher equipment in the jelly industry has been figuring out ways to accommodate, in a kosher production plant, the production of non-kosher grape jelly. Grape jelly is a stock-in-trade for any fruit jelly manufacturer—Americans have enjoyed grape jelly with peanut butter,

or on toast, or on pancakes, since time immemorial. Grape jelly has, until recently, been available in large quantity only as non-kosher. Kosher rules require that grape juice be produced only under constant supervision and rabbinical involvement, which has, until recently, resulted in a distinctly more expensive grape juice. Because of the greater expense, kosher certified fruit jelly manufacturers and the OU have had to go to great lengths to accommodate non-kosher grape jelly production while also producing other certified jellies. Down-time is required as part of the kosher-cleaning process; intense CIP protocols are implemented; and schedules for rabbinical visits must be incorporated into production schedules. Steam that is used for non-kosher grape jelly cannot be reused for any kosher production. And most important, steam emitted from non-kosher grape production that is captured during jelly production cannot be reused in kosher jelly.

Many OU companies continue to work superbly with their rabbinical coordinators and field representatives to ensure that the necessary kosher-cleaning, with its concomitant requirements, takes place after a non-kosher grape jelly run. But increasingly, OU companies have chosen to forego the complications involved in producing both kosher fruit jellies and non-kosher grape jelly and choose, instead, to purchase kosher grape juice for a kosher grape jelly production. Their choice has been fueled by a singularly important development: the drop in price of kosher grape juice.

“The price isn’t exorbitant, like it was years ago,” says John Whitaker, Vice President of Operations, Baumer Foods in New Orleans, LA, who chose to replace non-kosher grape juice, “the only thing that was non-kosher” in the plant, with kosher grape juice. And for Baumer Foods, which sells its grape jelly to the prison system—and doesn’t bear an OU even though it is kosher—the retail benefit from having a kosher grape jelly wasn’t even part of the company’s bottom-line evaluation. Still, the choice to go to kosher grape juice



CONTINUED ON PAGE 4



RABBI GAVRIEL PRICE

RABBI GAVRIEL PRICE was born in Los Angeles, studied at Stuyvesant High School in New York City, and majored in history at Reed College in Portland, OR, where he received his BA degree.


After college, he studied Classical Greek at the City University of New York Graduate School and in 1994 studied and taught in Budapest, Hungary.

Later that year, he came to Israel and studied at the *Machon Shlomo Yeshiva* in Jerusalem. He then pursued advanced Judaic studies at the prestigious *Breuer's Yeshiva and Kollel Institute* in New York City, where he received his rabbinic ordination.

Rabbi Price joined the Orthodox Union Kashrut Department five years ago and specializes in ingredient research. He serves as rabbinic coordinator for the vinegar and transportation industries. Married and father of three, Rabbi Price and his family reside in the Washington Heights area of Manhattan.

has been beneficial. Downtime has been eliminated and production schedules streamlined.

The price drop is in part attributable to new technology, employed by the OU during the autumnal grape crush, which alleviates the cost of supervision for grape juice companies. Juice companies that have partnered with the OU have found new ways of reducing costs for grape juice products. In addition, some long-standing OU companies like Johnson Concentrates of Yakima, WA, have chosen to produce only kosher grape juice, which enables them to cut out the costs associated with switching from non-kosher to kosher production. Johnson Concentrates can maximize its efficiency and pass on the savings to its customers. "Kosher and non-kosher grape juice are trading at about the same level," said Dave Watkins, Vice-President, Johnson Concentrates. The reason, he said, is that there are more companies like Johnson Concentrates that are supplying the juice market with more kosher grape juice. Greater supply and less expensive production costs have translated into a better price.

The OU has many decades of experience in the jelly, jam, and preserves industry. Although times have changed, the rudiments of certification remain the same. And now it's easier than ever to maintain a kosher fruit jam or preserves program with the OU, even where grapes are concerned. 



OU COMPANIES *Speak*

The Quest for Perfection at Sarabeth's Kitchen

Sarabeth's Kitchen is a multi-faceted company that produces a gourmet line of highly acclaimed jams and preserves. The OU certification is proudly proclaimed in all its literature.

It is perfection that Sarabeth is after in everything she makes. Ever since she brought her grandmother's secret marmalade recipe (considered by many to be the world's best) to life in 1980, Sarabeth knows that everything she sells has to be perfect. Sarabeth's personal search for perfection in food extends to every jar of her award-winning "Legendary Spreadable Fruit." The fruits are hand cut to avoid bruising and to preserve their natural flavor and texture. They are slowly simmered in small batches and allowed to thicken without the use of pectin, until they reach their peak of flavor. Over the years, Sarabeth has creatively developed a number of delicious flavors in her Spreadable Fruit line, using only the finest of ingredients. Each is rich in complex tastes that satisfy the most discerning of palates. They are natural, less sweet and lower in calories than ordinary preserves.

It was only natural that when Sarabeth's decided to acquire kosher certification that it selected the Orthodox

Union, considered to be the most highly regarded agency for

kosher supervision. And over the years since Sarabeth's acquired the OU certification, its faith in the quality and efficacy of the Orthodox Union's conduct of their operations, has been proven time and time again. The courteous and efficient rabbis conduct their meticulous inspection of our facilities in a professional manner, generating confidence that any product carrying the OU label adheres strictly to kosher requirements.

Sarabeth's has found that not only does the OU certification engender sales to kosher outlets throughout the United States, but the perception of quality attributed to kosher products also encourages purchases by all consumers. It is the company's intention to continue to target the kosher customer as it appears to be an ever increasing number.

Rabbi Kalman Scheiner

serves as the Orthodox Union Rabbinic Coordinator for Sarabeth's.

CLEARBROOK FARMS


“Taste Them Once, Be Spoiled for Life.”

Clearbrook Farms has been in the business of making the finest fruit-based products for 80 years. At Clearbrook Farms we believe in only using Grade A fruit to make our preserves, butters, fillings and sauces. We also insist that our fruit is grown by small, family-owned farms in the premium growing regions of the United States. Oregon Black Raspberries, the most expensive berries in the U.S., Michigan Red Tart Montmorency Cherries and hand-picked California Apricots are examples of the regional fruits found in Clearbrook Farms preserves. Clearbrook Farms follows a family tradition of using the highest-quality ingredients combined with time-honored production methods.

The legend began with founder Jacob Liscow in 1924, with the first batch of raspberry filling made for Dolly Madison Bakeries. From there, the family expanded into making various fruit fillings for pastries, doughnuts, cookies and turnovers. The next generation made special batches of the family’s favorite preserves once a year during the holidays as gifts for family, friends, and business associates. So prized were these gifts of old-fashioned preserves that they were persuaded to launch a full line of retail products.

Today, the production is still carefully tended by family members. Each batch of Clearbrook Farms’ preserves and fruit butters claim fruit as the number one ingredient and contain no artificial colors, flavors, corn sweeteners, or preservatives. “We use our family’s technique of cooking our preserves under vacuum at low temperatures to maintain the fruits’ identity, naturally intense flavors and brilliant colors,” explained Dan Cohen, vice president of Clearbrook Farms and grandson of Jacob Liscow.

For the past 10 years, OU Kosher certification has enhanced the quality perception of Clearbrook’s products. “The OU symbol is a perfect fit for our products because it is the universal sign for purity and is recognized throughout the world,” Mr. Cohen continued.

“It doesn’t matter whether you’re Jewish, Muslim or in Japan, the  is a sign of purity in our industry,” he said.


Available to consumers in mail-order catalogs and through the finest retail and specialty shops across the country, the Clearbrook line features 15 preserves, seven fruit butters, and five flavors of Fruit Tart, Bakehouse Tart



“The OU symbol goes hand in hand with the high quality perception of specialty foods.”

Shells, and four fruit Drizzles. A special French canning jar is used for many of the products, creating attractive packaging that is also an environmentally friendly container to reuse. Clearbrook Farms has been covered in numerous national magazines and newspapers and has received numerous industry awards.

Private labeling and selling ingredients to foodservice clients remains a tradition and a large part of the business. “If you want to do business with large companies like Proctor & Gamble and Krispy Kreme, you have to be certified. It’s critical to them,” said Mr. Cohen. Clearbrook Farms also sells its preserves in food service sizes to bakeries, hotels, and restaurants.

“The OU symbol goes hand in hand with the high quality perception of specialty foods,” noted Mr. Cohen. Four generations of family expertise and an ongoing commitment to crafting the finest quality products—combined with OU kosher certification—guarantees consumers the purest product on the market. The company’s family adage still holds true: “Taste them once, be spoiled for life.” 

Rabbi Elimelech Lebowitz

serves as the Orthodox Union Rabbinic Coordinator for Clearbrook Farms.

THIS JUST IN: OU News Roundup

By Rabbi Avrohom Stone



RABBI AVROHOM STONE

AS A PUBLIC SERVICE, the Orthodox Union presents some news that impacts on the world of kosher food production that you just might have missed.

Detectives Derail Diabolical “D” Dilemma

Desoto, DE December 4–(OU) Determined detectives from the Desoto Department of Decency detained 47-year-old Dexter DePew on December 3. Depew, described by detectives as a deranged derelict, was depressed and defensive in court as he denied allegations of defacing dozens of “D” designations on Dean’s Delectable Donut boxes.

Depew defended his deeds by declaring that the “D” designation delineating the dairy status of Dean’s Delectable Donuts was deceiving. “Deans Donuts are devoid of dairy ingredients,” Depew declared. “Dwellers of Desoto deserve decent declarations of “D” when deemed doable, and don’t deserve to be deceived by doubtful designations of D when ‘dem dang donuts don’t dunk dairy.”

When questioned about the incident, experts in the field of kosher certification commented that Depew overlooked that the donuts were given the D designation by the OU. He is correct that, technically, the products do not contain any dairy component; however, they are made on equipment which is also used to produce other items that are dairy. According to kosher rules, such products cannot be eaten together with meat and the D

designation alerts consumers to this fact. While some kosher supervision agencies employ a special DE designation, signifying that the product was made on dairy equipment but contains no actual dairy, it has long been OU policy to label such items as simply OU D. Because of the possibility that some minimal residue might

be left on equipment after a dairy run, OU has determined that it would be necessary for an RFR to visibly confirm each cleanup, a process most companies would find prohibitive. Therefore, OU policy is not to use the DE designation.

Depew was discovered destroying the D designations during a depraved and deranged display of displeasure at the Dean’s Donut stand at Delaware Downs. He was detained and is destined to be deported.

In a somewhat related development, the Governor of Delaware has petitioned the United States Postal Service to change that state’s official abbreviation from DE to plain D because, as he said, “There’s plenty of dairy in Delaware! Our dairy industry is thriving!” the Governor exclaimed at a hastily called press conference. “Retaining the DE abbreviation has led to the canard that all we have is dairy equipment when, in reality, we have a thriving milk and cheese industry. Besides, if the most prestigious kosher organization in the world, the OU, does not use DE, we in Delaware want no part of it either!”

New Advance in Field of Kosher Supervision

New Zealand, August 10 (OU)–Biomechanical engineers at the world renowned Center for Really Absurd and Zany Inventions (C.R.A.Z.I.) stunned both the scientific and kosher food supervision worlds recently when they unveiled their newest invention–RabbiCop. The massive robot, made of aluminum, stainless steel and strategically placed chewing gum, is intended to fill the role of RFR in visiting kosher certified facilities to insure compliance with the conditions of the kosher program.

Speaking at a press conference from their world headquarters in Aukward, New Zealand, the C.R.A.Z.I. scientists (formerly from the Maryland Academy of Discovery a.k.a. M.A.D.) heralded their handiwork as the greatest advance in kosher supervision since the translation of schedule A into understandable English (a feat which some still do not believe has occurred). “RabbiCop is a biomechanical marvel,” exclaimed Dr. Oscar Zinfendel, head of research for C.R.A.Z.I. and former chief M.A.D. scientist. “He will change the face of kosher supervision as we know it. In addition, certified companies will realize a significant saving by not having to provide RabbiCop with hairnets each time he visits.”





Working with the job description of an OU Rabbinic Field Representative in mind, the scientists set out to create a robot that could effectively accomplish all of the RFR's duties. Typically, the RFR on his visit to a plant will inventory ingredients verifying compliance with the schedule A; check labels for authorization and proper use of the OU symbol according to schedule B; review formulas and production records; assess the status of equipment as to dairy, pareve or non-kosher; examine trucking seals and paperwork to ascertain the source of bulk shipments and proper kosher status of the tankers; inspect time sheets for holding tanks and silos; and kosherize equipment when necessary, in addition to performing a myriad of other tasks.

"RabbiCop can do all of that and more," stated Dr. Zinfendel. "Due to his hollow but durable stainless steel exterior, he can also do double duty in any production facility as a work surface, holding tank or, when angry, an ultra high temperature pasteurizer."

The C.R.A.Z.I. inventors admitted that they do not anticipate being able to overcome some of the major drawbacks in their invention, including RabbiCop's unwieldy and unmanageable 23 ft. 7in., 4960 lb. measurements. "This proved to be our biggest challenge," Dr. Zinfendel admitted. "How could you expect us to create something that does so many things as effectively as an OU RFR and still fit it in a package the size of a human being?"

Rumors of Impropriety Derail Campaign

Washington D.C., October 21 (OU)—Speculation is running high today amongst the political crowd in official Washington as to the identity of an unidentified candidate for high political office who, it is rumored, is about to be accused of significant improprieties in his past.

Specifically, it is alleged that the unidentified candidate was formerly a high ranking official in a company which manufactured kosher food products. These products, according to unnamed reliable sources, were certified as kosher by the Orthodox Union, the premier kosher certifying agency in the world.


According to well placed sources, former employees of the candidate have come forward with documents that show that he neglected to file a number of necessary forms with the OU when he served as chairman of his company. Of the many accusations that have been tossed about, the most serious one centers on his unwill-

ingness to report at least seven new ingredients to the OU over the course of a two year period, along with neglecting to request approval for, and register, an astounding 243 assorted private labels over the same time span. The same unidentified former employee has also alleged that, when confronted at the time with evidence of his lack of compliance with form submissions and the necessity to do so promptly, the chairman replied, "Poppycock, fiddlesticks and horsefeathers! Let the Rabbi come in and find these things and report them! Isn't that the OU's job?"

A review of the OU contract by an independent team of legal experts revealed that the opposite is true. While the RFR who visits a plant in the OU system files regular reports with the company's Rabbinic Coordinator in the OU New York office, it is the contractual responsibility of the client company to submit the following forms:

- Product Termination—official notification that a certified product or label is no longer being manufactured by the company.
- Ingredient Approval Request—request for authorization to use any new or newly sourced ingredient and have it added to the schedule A.
- Request for Private Label Authorization—a three-party agreement between the company, the distributor and OU that authorizes use of the OU symbol on that company's products.
- New Product Authorization—request for authorization to use the OU symbol on a previously non-existent or non-certified product that now might meet OU requirements.

The candidate's spokesperson released the following statement on behalf of the candidate: "It is well documented that our man followed all rules and regulations of the company's agreement with the OU while he was chairman, and filed all necessary documents. Unless there is evidence that he didn't, in which case, he really meant to, and was going to get them in before the Rabbi's next visit, but the Rabbi came back too soon. And, anyway, isn't it what's in your heart that really matters?"

A spokesman for OU offered no official opinion on the matter, other than to express confidence that OU companies are known for the thorough, complete and expedient manner in which they submit their necessary forms and paperwork. 

Rabbi Avrohom Stone

serves as rabbinic field representative in the Tri-State area. His instructive and entertaining articles appear regularly in Behind the Union Symbol. His "Test Your Kosher IQ" in the Winter 2004 edition received many positive responses and correct answers.

The OU Meets the Challenge of

By Rabbi Zvi Goodman

AMERICANS TODAY AS in no period in their history have become extremely health conscious. People are exercising, walking, dieting, taking vitamin and mineral supplements, eliminating smoking, stress and most of all avoiding the wrong foods and eating the right ones. Nowhere is this more evident than in the hot filled, non-carbonated, beverage industry. Juices and juice blends of any fruit or vegetable available to man, teas and drinks made of any flavor imaginable, diet or no carb, fortified with vitamins and minerals, and sports and energy drinks are fast replacing carbonated beverages as America's choice.

It is for this reason that many companies seek OU certification to provide kosher certified non-carbonated hot filled beverages to the large growing market of consumers who demand them. This has proven to be very challenging for the OU, as the level of certification in hot filled beverage plants tends to be more complicated than in many other industries and demands a level of cooperation between the company, its workers and the OU staff, that is not required in other plants, due to the constant need for kosherization that is required.

The most sensitive ingredient in any non-carbonated hot filled beverage plant is non-certified grape juice. It is well known that all vegetables and fruits and their natural juices are inherently kosher. The exception to this is the grape. Due to the sacramental usage of wine by almost all of the world's religions, almost dating back to man's creation, the rabbis felt the need to make special kosher requirements that apply not only to wine, but also to grape juice and to any product produced from either of them. If any of these requirements are not adhered to, not only is the juice, wine or products derived or containing them not acceptable to consume, but in addition they render any equipment used in their

production, kept in them for more than twenty-four hours or heated in them at a temperature of over 120°F, non-kosher.

Kosherization prior to being used for kosher productions is required, something that can be time consuming and very costly. It is for this reason that the OU encourages all companies that possibly can to eliminate totally their use of non-kosher grape juice and to use in all their productions grape juice whose certification has been approved for use by the OU. In addition, the exclusive use of kosher certified grape juice creates many more products that are available to the kosher consumer, providing additional revenue for the bottler, which can offset the greater expense of kosher juice.

Another group of very sensitive ingredients are flavors and colors, not all of which are acceptable. The use of milk, whey, milk derivatives or any ingredient that is dairy, if used in an all-pareve plant—even if certified—are of much concern. Vitamins such as ascorbic acid and riboflavin which are commonly added to most juices and drinks, and vitamin blends which are very popular in energy and sports drinks, can be problematic and require certification, as does citric acid, another common additive. The production of clamato containing non-kosher clam base creates unique kosher concerns.

The OU always advises the use, if possible, of an ingredient having certification, to the use of the same ingredient which is not certified, even if the particular production that the ingredient will be used in is not certified and even if it takes place on lines where certified products are never run. This practice eliminates the possibility of mix-ups, which may require down time, costly kosherizations and possible recalls.

Hot filled beverage plants with few exceptions process both kosher and non-kosher products, thereby necessitating



Certifying the Beverage Industry



the need for kosherization. Food processing plants have traditionally been situated adjacent to the source of the foods that they process. Since apples and grapes grow in the same climatic regions and can share much common processing and bottling equipment, concentrators and storage tanks, most apple processing plants, in addition, extract grapes into juice. This creates the need for kosherization prior to production of apples or other kosher juices. After the grape juice season there may be times during the year once the crush has ended and the equipment has been kosherized, that a company has a necessity to repress sediment found at the bottom of its tanks or re-concentrate grape juice, thereby requiring re-kosherization of the equipment. In such instances, the company must inform the OU of its need for re-kosherization and make the necessary arrangements for it with the RFR and office.

Pasteurizers and fillers are also used to process and bottle both certified and non-certified product and therefore require kosherization. Non-certified formulas containing grape juice or grape juice blends, in addition to formulas containing other non-acceptable ingredients, are bottled with certified formulas on the same line, on the

same day. In order to eliminate the need for more than one kosherization a day, the OU recommends creating a sequence of daily productions, first pasteurizing and bottling certified products and then non-certified, scheduling all production of certified formulas that are scheduled to be run on the same line, on that day so that they are produced at the beginning of the day, then followed by those formulas that do not appear on the schedule B and are not certifiable, with kosherization prior to the next day's production. Companies which only bottle one product a day per line, should kosherize the morning after the non-certified products are processed.

Generally the Orthodox Union requires a representative of the OU to be present at all kosherizations. In special circumstance, this requirement may be waived, for example, if the C.I.P., or cleaning performed of the lines, conforms to OU kosherization standards and is always performed at consistent intervals—requirements that must be verifiable. In addition, daily production sheets showing the order, the name and number of each formula run on each line must be made readily available to the RC and RFR.

CONTINUED ON PAGE 22

OU profile



RABBI ZVI GOODMAN

BORN IN HARTFORD, CT, Rabbi Zvi Goodman was educated at the Rabbi Isaac Elchanan Theological Seminary of Yeshiva University, and is a graduate of Yeshiva University. After studying at advanced Torah and Judaic law schools in Israel, he received rabbinic ordination from *Medrash Hatalmud Tifereth Avrohom Yeshiva* in Jerusalem, as well as from a number of Jerusalem's leading rabbinic scholars. Upon his return to the United States, Rabbi Goodman served as a Rabbinic Fellow at the prestigious *Beth Medrash Govoha Rabbi Aaron Kotler Institute for Advanced Learning* in Lakewood, NJ for eight years.

He served as director of rabbinic studies at *Yeshiva Shaare Torah* in Suffern, NY and also held several supervisory positions in the field of kashrut. Rabbi Goodman joined the Orthodox Union's Kashrut Department nine years ago, where he serves as rabbinic coordinator for many of the OU's hot filled beverage companies, including: Nantucket Nectars, The Naked Juice Company, Knouse Foods, Clement Papas, Cliffstar and Pom Wonderful. In addition to the many beverages companies, Rabbi Goodman also serves as RC for condiment, jam and jelly, and vitamin companies.

Rabbi Goodman resides in Monsey, New York. He is married, the father of six children, and has five grandchildren.

Putting Your New Beverages on the Fast Track to Approval

By Rabbi Yitzchok Mincer

The application process for new beverage companies seeking OU certification can sometimes be lengthy. This is due to the detailed information needed regarding the products and the manufacturing facilities. Much time is often spent by the OU staff trying to gather needed data. Likewise, many companies spend much time assembling information only to be told that these materials are not complete. Below, therefore, is an outline of what is required by the OU to process a new beverage company application. Many companies have been amazed at how quickly their applications were processed after they took the time to include the following:

- Always indicate in your application all products which you plan to produce, even those which will not be kosher certified.
- If you are producing your product at a co-packer, indicate how often you project your product will be produced—once a month, twice a month, etc.
- Indicate all plants which produce your products, even those which will only produce your non-certified products.
- Include a formula for each product you seek to have OU certified. The formula should list all components used to produce your product. (Amounts of components used are usually not needed). It is not necessary to list the components of an item which arrives at the


plant as a pre-mix or base. It should be listed on the formula as a pre-mix or base only.

- To each formula attach a letter of certification for each component used. Make sure you indicate with an arrow or asterisk which item on the letter of certification you use. If you use a pre-mix or base you will need a letter of certification indicating that the pre-mix or base is kosher certified. (Letters of certification for the ingredients used in the pre-mix, but not listing the finished pre-mix as a certified item, are not acceptable).
- Indicate which phases of production (if any) involve heating of the product, or individual ingredients used in the product.
- Include whatever data you have regarding the CIP procedures at the plant, and how often they are performed (nightly, following each eight hour shift, etc.).
- Forward drafts of your labels as soon as they are available. This will help us list your products on your letter of certification in a manner which clearly indicates to your customers which of your products are certified, thus avoiding confusion regarding products which are similar to one another.

Rabbi Yitzchok Mincer

joined the Orthodox Union Kashrut Department in 1996 as a New Companies Rabbinic Coordinator. He focuses on new companies and plants' applications from the beverage and dairy industries.

OU KOSHER VIDEO— THE SEQUEL



**If you liked
the first OU
Kosher Video,
you'll love the
second one,
"The Kosher
Standard."**

Here in 20 minutes is everything you need to know about the procedures and requirements necessary to produce an OU Kosher product, and how to design an effective system at your company. Recommended for personnel in management, production and quality control and for in-house training.

TO ORDER EXTRA COPIES

CALL 212. 613. 8115

E-MAIL SAFRANE@OU.ORG

VISIT WWW.OU.ORG

AriZona Beverages' Formula for Success: Quality, Packaging, OU Certification

JOHN FEROLITO AND DON VULTAGGIO founded Ferolito Vultaggio & Sons, a distributor of beer products in the New York market, in 1971. Working seven days a week, the two built their business into one of New York's premier beer houses. In late 1986, the company took the first step toward national identity with the introduction of several successful beer products. Introduced initially in New York, the beer products soon grew to national brand status.

The success of their beer products didn't distract Ferolito and Vultaggio from the development of other products. In 1992, with an eye on the rapidly increasing consumer demand for ready-to-drink iced teas, the two decided to enter the competition and AriZona Iced Tea was launched. From its introduction, the brand received phenomenal success selling over 700,000 cases by the end of the year. By the end of 1993, sales of AriZona reached over ten million cases and *Fortune Magazine* selected AriZona as one of the top products of 1993. From its meteoric beginning, the AriZona brand has grown to become one of the nation's largest share brands in ready-to-drink teas.

The marketing plan for AriZona was simple: produce a high quality product, in unique packaging, offering the consumer great value and the retailer high profit. AriZona was introduced in a "single serve" 23.5 ounce can, with colorful Southwestern-style graphics, unique to ready-to-drink beverages. The AriZona can stood "head and shoulders" over the competition and even today is one of the best selling packages for the product line.

Over the years, the company has enjoyed international recognition for its AriZona package designs. AriZona products have been honored with Gold Awards and Best of Show at the London International Advertising Awards Package Design competition. They were two-time winners of the Clear Choice Award, presented by the Glass Packaging Industry, and took first place in the much-coveted MOBIUS Advertising Awards among others.

The brand has evolved from teas to juices to coffee. The brand's line of green



teas is one of the best selling items in the AriZona product portfolio, and the catalyst for the company's jump into nutraceutical beverages with RxHerbal Teas, Infused Vitamin Water, No Carb Teas and Botanically Brewed Teas.

In May 1997, AriZona Beverages took steps to have their products OU certified. "Attaining OU certification was very important for our brand," declared Francie Patton, Vice President of Corporate Communications. "It has brought us new opportunities in the kosher market because the OU is accepted everywhere. It has been a pleasure working with the Orthodox Union and we look forward to working with them as our product line grows."

Rabbi Eliyahu Safran

serves as Orthodox Union Rabbinic Coordinator for AriZona Beverages.



An Impulse to Succeed: The Energy Drink Becomes OU Kosher

By Erin Gabrielle Hecht

IMPULSE BEVERAGE COMPANY is leading the next generation of energy drinks. The award-winning combination of great taste, proven functionality, modern packaging and intelligent business strategy positions Impulse Energy Drinks to be able to compete successfully as a serious contender in the ever-intensifying energy drink category. Impulse hit the market in 2001, with distribution limited to South Florida. According to plan, in just three years Impulse has become the preferred beverage choice of Miami's famous South Beach. The brand is demonstrating consistent triple-digit growth and worldwide awareness. As a result of its strong South Florida market presence and multi-cultural acceptance, Impulse has created a high international demand; by year-end, Impulse Energy Drinks will be distributed in 25 countries. Impulse is widely recognized within the international industry as the most promising and best tasting energy drink manufactured and marketed in the United States.

Impulse recognized there was no energy drink available to the people who follow kosher dietary laws. Knowing how fast and promising the energy drink category is, Impulse acted immediately and made a strategic decision to make its complete line of energy drinks—IMPULSE ENERGY Original; IMPULSE EXTREME Sugar Free; Triple the Energy; IMPULSE ZERO (Zero Sugar, Zero Carbs and Zero Calories)—kosher. The company is constantly improving and developing innovations that directly respond to and satisfy today's consumer demands. Being able to market Impulse as great tasting, sophisticated lifestyle, and NOW OU KOSHER energy drinks opens the door to a huge amount of business and to new channels of trade.

CONTINUED ON PAGE 23

OU Agencies Seek Corporate Support

Corporate Sponsorship Opportunities Still Available

The National Jewish Council for Disabilities, an agency of the Orthodox Union, has corporate sponsorship opportunities available for: Handicapped-Accessible Van, Disabilities Sensitivity Training Video, Chapter Endowment, Handicapped-Accessible Camp Bunks, and other programs for youth with special needs.

For additional details please contact:

Neil Akerman 212.613.8335

GLACÉAU
vitaminwater


**Water+
Vitamins+
Nutrients+
OU kosher=
Vitaminwater!**



Vitaminwater is produced by Energy Brands Inc., which was formed in 1996 to create biologically better water so that all consumers can feel good about what they drink. The company's core product, Vitaminwater, was introduced in 2,000, pioneered its category, and continues to remain the leader in the enhanced water category today.

The company strives to make its product available for anyone and everyone to enjoy. Since Vitaminwater's inception, the Orthodox Union has certified it as kosher. Thus, when looking for a healthy, flavorful beverage, Vitaminwater is sure to meet the needs of anyone who keeps kosher.

Vitaminwater is specially formulated with vitamins, minerals and nutrients that offer unique hydration options to consumers with an on-the-go lifestyle, who couldn't otherwise get nutrients from eating the proper amount of fruits and vegetables. Vitaminwater begins with glacéau smartwater—vapor distilled water plus electrolytes, made through proprietary technology. Next is the addition of the finest quality vitamins and nutrients, based upon prevailing nutritional science and validated by consumer research. Finally, Energy Brands Inc. adds flavor and color to the water in a way that is particularly conducive to the product's philosophy.

The formula in Vitaminwater incorporates a blend of vitamins, minerals and other nutrients that work synergistically to meet the needs of consumers with a hectic lifestyle. And of course, it is OU kosher. 

Rabbi Yermia Indich

serves as the Orthodox Union Rabbinic Coordinator for Energy Brands Inc.

Not a Bolt from the Blue:




When Bolthouse Farms Opened a Juice Product Line, It Called on the OU

BOLTHOUSE FARMS is a fourth generation family farm located in California's fertile San Joaquin Valley. After more than 85 years of farming and distributing premium fresh produce, we began production on a new line of premium fruit and vegetable juices in the spring of 2003. The company constructed a state-of-the-art bottling facility to ensure that the juice is the safest and best tasting available.

Every batch of Bolthouse Farms juice is taste tested and quality inspected before it is released. Different pasteurization parameters are used, depending on the ingredients, to maximize flavor and nutritional value. Our patented cold-aseptic bottling process, unlike most processes, actually makes the bottles in a sterile environment just moments before they are filled. The room qualifies as a Class 100 Clean Room, ensuring that it is almost completely devoid of everything other than sterile air. Once made, the bottles are filled and capped within the clean room, ensuring that the product is as safe inside the bottle as it was only seconds after it was flash-pasteurized. The benefit of all this is superior food safety, extra long shelf life, unmatched flavor and enhanced nutritional value.

When striving to produce the finest beverages in the world, it is important to us to be associated with other organizations with similar values. That's why when it came time to kosher certify our new line of premium juices, we naturally gravitated toward our long-standing

“That’s why when it came time to kosher certify our new line of premium juices, we naturally gravitated toward our long-standing relationship with the Orthodox Union.”

relationship with the Orthodox Union. For many years our fresh carrots have been certified by this worldwide recognized symbol of premier quality. We continue to work very hard to ensure that all Bolthouse Farms products both qualify for and wear the OU symbol. As our portfolio of premium products continues to grow, so will our relationship with the Orthodox Union. We have seen the results of this kosher program and are confident that OU certification is making a positive impact on our business. 

by Bryan Reese
Director of Marketing

Rabbi Zvi Goodman
serves as the Orthodox Union Rabbinic Coordinator for Bolthouse Farms Inc.



THE RABBI STONE ROAD SHOW GOES TO TEXAS: WOWING THEM AT BEST BRANDS DALLAS

By Al Turkot



DID YOU HEAR about the time Rabbi Avrohom Stone traveled to a bakery in Texas to conduct a training seminar explaining the OU kosher program? As the story goes, Rabbi Stone arrived in Dallas to deliver his presentation to a group of bakery managers who probably had never met a real live Orthodox rabbi from New York in their lives. You can imagine the concern on both sides regarding the outcome of the presentation.

Rabbi Stone, who had been down this road before, quickly sized up the situation and began to interact with the group so that everyone in the room felt at ease with him. His use of one-liners reminded us of a stand-up comic; he even promised the group free gifts, courtesy of the OU.

Best Brands Dallas has been a kosher facility for many years and understands the importance of providing its customer base with kosher products that have the reputation for unmatched reliability meeting the highest kosher standards. OU certification is a bond between the Orthodox Union and the company to provide the consumer with an uninterrupted flow of product that is manufactured to the strictest kosher specifications—none of which can ever be compromised. Trust is the bond that allows the kosher certification process to stand the test of time.

Information is key to the success of an OU kosher program at any manufacturing plant. At Best Brands Dallas, information is a key component of our business culture. Information leads to empowerment, empowerment leads to success, and that in a nutshell is why Best Brands Dallas chose to participate in the OU kosher training program.

Rabbi Stone's session was targeted to a wide cross-section of plant personnel to heighten the overall awareness level of the kosher program within the plant and at the same time to provide personnel with a better understanding of what the kosher process is all about and the positive effect OU certification has on our business.

CONTINUED ON PAGE 16

RABBI STONE'S ROAD SHOW OR, WHY YOUR KOSHER PRODUCT IS KOSHER

By Shayndi Raice

RABBI AVROHOM STONE of the OU Kosher Division has a new assignment: to travel the country explaining to management and key personnel in OU-supervised companies why they do what they do to maintain their kosher program. The goal of Rabbi Stone's seminars is to explain the \$33 billion kosher market and what the kosher process entails.

So far, the response has been overwhelmingly positive. "The companies find it very useful," said Rabbi Stone. "While they know some aspects of the kosher market, they often don't fully understand the different parts of the kosher program and how they fit together." Included in the program is an outline of the kosher process, i.e., how a product becomes kosher; what makes a product or food kosher; who makes up the kosher market; and why it is advantageous for a company to become kosher. However, the main focus of the seminars, Rabbi Stone explained, is a clear presentation of the OU system of maintaining the kosher program as it is applied to that particular plant.

Both the companies and the rabbis agree that communication is a major key to a productive company-OU relationship. "We find that

when we communicate with companies and explain the kosher program, the supervision is enhanced," declared Rabbi Yaakov Luban, OU Executive Rabbinic Coordinator and overseer of the kosher seminars. "This program strengthens the cooperative effort, which in turn enhances our supervision. When employee understanding is enhanced, the companies are equipped to understand what is expected and required of them."

Rabbi Luban attributes the success of the seminars to Rabbi Stone's special attributes. "Rabbi Stone is a very talented individual who is extremely knowledgeable about kashrut as well as being an excellent communicator with a great sense of humor," he said.

According to Rabbi Stone, "There was a consensus among the OU rabbis that such a program would be

CONTINUED ON NEXT PAGE

very valuable to our companies. Our seminars give people an appreciation for the value and marketability of kosher products.”

Available to management level and key employees within OU-supervised companies, the seminars target personnel who are not completely familiar with who and what constitutes the kosher market. According to Rabbi Stone, the OU rabbis don’t always have the opportunity to explain the kosher process directly to the employees involved while in a plant. He added that it is essential for these employees to have a greater understanding of the process so that they know why and what they are doing.

While the same basic format of the seminar is given to each company, Rabbi Stone tours each plant and meets with the key employees prior to his presentation. According to Rabbi Luban, this is done so that Rabbi Stone can make an analysis of the companies’ specific needs and tailor the presentation to address the specific issues that present themselves in that particular plant.

Rabbi Stone’s journeys took him in October to the Nestle corporate office in Glendale, CA. His hefty local audience included some of the firm’s highest ranking officials, among them representatives of the departments of Confections, Beverages, Nutrition, Food Services and Foreign Trade; in addition, the seminar was webcast to Nestle plants across the United States and in Canada and Brazil.

The following report came from Nestle’s Ken Mercurio following the presentation:




The seminar by Rabbis Stone and Bistricher was a huge help to Nestle. We were able to get about 30 kosher coordinators from our

plants in three countries and satellite offices to participate by phone. They were able to follow the slides on their individual computers because Rabbi Stone sent us the PowerPoint presentation ahead of time. It worked out great.

Rabbi Stone’s presentation was humorous and easy to follow. He explained several concepts to help our coordinators understand and better comply with the OU paperwork and communication requirements. Even for me, there were four issues that were new that Nestle realized it needed to address more aggressively: 1- ingredients sourced from Israel; 2- trial runs of new test products—getting OU permission when run on certified production lines; 3- terminated products—notifying the OU; and 4- controlling incoming ingredients via Purchasing and Receiving.

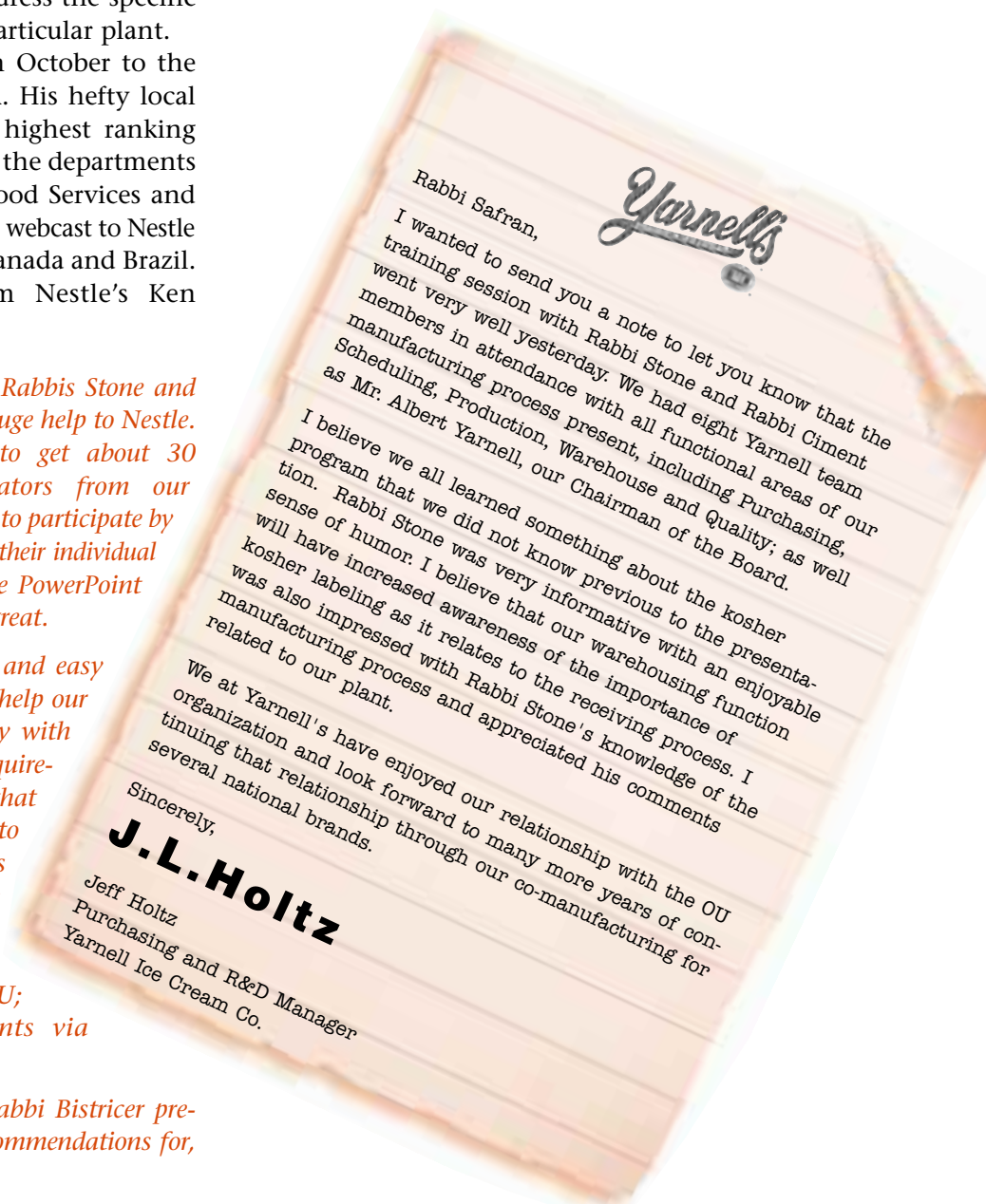
After Rabbi Stone’s formal presentation, Rabbi Bistricher presented us with his understanding of, or recommendations for,

Nestle’s roles and responsibilities at the corporate, division corporate, and factory levels. This helped us clarify for ourselves who should be doing what, and was a good trigger for questions among the participants to make the seminar even more actionable.

Nestle USA has high praise for the value of this seminar. One participant wrote this unsolicited comment: “Please give Rabbis Stone and Bistricher feedback that their presentation was very humorous, informative, and valuable with their realistic examples.” Rabbi Stone is confident the program will expand rapidly. He hopes that the OU will be able to provide up to six seminars a month to various companies. “We have already received requests from companies to come back and present the seminar again next year,” he declared. 

Shayndi Raice

serves as Orthodox Union Public Relations Assistant



The seminar consisted of a 31-point program specifically designed for our plant and which dealt with topics from "Why Kosher?" to "Kosher Specifications" to "Roles and Responsibilities." These themes were accompanied by real life examples that made the learning experience much more relevant. Information was not presented but rather was communicated through the use of two-way dialogue that was well received by all participants.

Many employees originally thought that the kosher process entailed some type of blessing of the equipment and ingredients by the rabbi. Additionally, it was interesting to learn that there are almost 400 different kosher certifications in the world; that the OU is the largest single kosher certifier worldwide; and that not all certifications are recognized by all kosher certifiers.

The benefit of the seminar conducted by Rabbi Stone was that all senior management, line management and associates could participate as a group with minimum interruption to the production process. Here are some of the comments from those who attended:

"Who knew that a simple symbol could mean so much to me as a consumer and as part of a manufacturing team?"


-PATTI POPE, RESOURCES MANAGER

"The seminar stressed the importance of our kosher status and how we must ensure that all ingredients used in production must meet the requirements set forth by the Orthodox Union."

-GARY MOORE, WAREHOUSE MANAGER

"The overall theme of the seminar was to bring heightened kosher awareness to our facility. I feel the objective was accomplished."

-DAVID HART, PRODUCTION MANAGER

As a result of the seminar, the level of awareness of the kosher process at the Best Brands Dallas plant has been significantly elevated. Rabbi Stone convinced everyone that the kosher program entails a process that is based on trust and mutual understanding to serve the needs of both the company and the Orthodox Union. 

Al Turkot

is the Plant Manager of Best Brands Corp. Dallas, TX

Rabbi Yisroel Bendelstein

serves as the Orthodox Union rabbinic Coordinator for Best Brands Corp.

**For applications
to certify
NEW COMPANIES or
ADDITIONAL PLANTS,
call Civie Birnbaum at the
OU Applications Desk
212.613.8249**

**Walt Disney....Hanna/Barbera...
Rabbi Ossey... Rabbi
Ossey????!!**

Yes, OU Rabbinic Coordinator Rabbi Avrom Ossey has joined the ranks of the world's master animators with the legendary PowerPoint slideshow he has developed for OU plant educational seminars. Already acclaimed for his work with OU client companies in the dairy industry and as a new company RC, Rabbi Ossey has applied his considerable talents toward creating an audio/visual tour-de-force that is heralded for the highly informative, crystal clear and immensely entertaining manner in which it presents the basics of the OU kosher system. Although he never attended film school and lacks any formal animation training, it is rumored Rabbi Ossey is the front-runner for this year's Oscar in the Best PowerPoint Presentation of Kosher and Kosher Systems with Great


SHORTBREAD CONTINUED FROM PAGE 1



and Royal Shortbread, as well as a variety of Oatcakes (Scottish crackers) which are delicious with a range of toppings from hard and soft cheeses to jams and other spreads.

For 2004 the bakery has introduced two more kosher products. One is adorable little animal shaped shortbread cookies in the forms of Teddy Bears, Highland Cows, Scottie Dogs and Sheep. Walkers Animal Shapes Shortbread are bound to appeal to children, parents and grandparents alike. The new product is packaged in a 6.2 oz carton and contains 12 of the cookies, three in each shape.

Another new offering this year has the aromatic flavor of America's favorite spice—cinnamon—baked into Walkers new Cinnamon Shortbread Rings. Twelve of the classic scalloped ring shaped cookies are topped with Demerara sugar for an extra delicious crunch and are packaged in a 5.3 oz carton.

When asked to what he attributed Walkers' longevity and success, James "Jim" Walker responded, "We're still a village bakery and we're still a family bakery. We're run by bakers and not accountants. It is the product that is paramount. There aren't any compromises. Quality is our only goal." 

Rabbi Dovid Rockove

serves as the Orthodox Union's rabbinic coordinator for Walkers.

Food for Thought on Campus: An OU Program Brings a Busy Kosher Kitchen to Cornell

By Rabbi Joshua Ross



HIGH ABOVE CAYUGA'S WATERS, on the beautiful campus of Cornell University with its 4,000 Jewish students, 104 West! (formerly Cornell Kosher Dining), is the only campus dining facility supervised by the OU. This supervision is but one aspect of the *Jewish Learning Initiative on Campus* (JLIC) program at Cornell sponsored by the OU and staffed by this author and his wife, Rivka Ross.

The 104 West! facility is one of many kosher foodservice operations managed by Flik Independent Schools. According to Flik President Ray Mulligan, "With the OU symbol displayed in our dining hall as well as on all of our retail products, we have eliminated any questions about the level of kashrut we adhere to. Rabbi Joshua Ross, our OU supervisory rabbi, is a pleasure to work with and has guided us through this process painlessly."

As Colleen Wright-Riva, Director of Cornell Dining and Retail Services commented, "Cornell Dining is delighted to have the Orthodox Union, the premier kashrut certification agency in the United States, present on our campus. The OU brings a level of supervision to Cornell that enables us to meet the needs of Jewish students, as well as others who trust the OU symbol, as a guarantee that their dietary needs are being taken care of. We know that we are one of the few campuses in the country to offer such a high quality program."

"Through the expertise of our on-site rabbinical authority," Ms. Wright-Riva said, "Cornell students can be assured that whether they adhere to kosher each and every day, or if they are enjoying the experience during an important holiday, kosher foods are offered in a variety of locations across campus. We are pleased and proud that hot kosher meals are served daily at two locations on campus, 104West! and North Star."

The Dining Hall known as 104 West!, which is open year round, serves a full dairy breakfast with fresh waffles, pastries, yogurt and cereal, just to mention a few options. Lunch is also dairy and has an open grill that serves up everything from quesadillas to tuna melts. You can have stir fry to your specification, or avail yourself of the regular entrees. Dinner is almost always meat and the offerings range from wings to stroganoff.

On Shabbat, up to three hundred people converge to consume what we consider the best food on any campus, bar none. An additional "satellite" kosher station was

“The OU brings a level of supervision to Cornell that enables us to meet the needs of Jewish students, as well as others who trust the OU symbol, as a guarantee that their dietary needs are being taken care of.”



CONTINUED ON NEXT PAGE

JLIC: A Home Away From Home For Jewish Students at Cornell and Eight Other Campuses

The Orthodox Union established the *Jewish Learning Initiative on Campus* (JLIC) program at Cornell, among other universities, to provide a setting in which Orthodox Jewish students studying at secular campuses can feel comfortable in an atmosphere far different from what they experienced in their pre-college Jewish day school educations, while also welcoming non-Orthodox students interested in deepening their Jewish knowledge and observance.

At the start of the current academic year, the OU introduced JLIC on two new campuses—the University of Maryland at College Park and the University of Illinois at Champaign-Urbana—bringing to nine the total of America’s top academic institutions offering the program. In addition to Cornell and the new campuses, the program is found at Brandeis, Brooklyn College, University of Pennsylvania, Princeton, UCLA, and Yale.

Built around the presence and skills of a young rabbi and his wife, JLIC provides Jewish students with teachers and role models. The OU chose these Torah Educators, as they are called, not only for their Jewish education, but also for their secular knowledge, which enables them to understand the situation yeshiva-educated students encounter in a world so different from their own.

The couples participating in the JLIC program provide a warm and welcoming venue on campus—a home away from home in which students can feel familiar and at ease, offering them a variety of classes in Jewish history, tradition, law, and philosophy.

Zvika Krieger, who graduated a year ago from Yale, speaks for all the Jewish students attending campuses where the OU’s unique program is found when she says, “JLIC has been a constant presence in my life at Yale and I really can’t imagine my day here without it.”



established in 2000 to serve the needs of first year students, who are all assigned campus housing for their first year on North Campus, a twenty-minute walk from the Kosher Dining Hall. The station, situated among a variety of other concessions at Cornell’s North Star Cafeteria, serves a meat lunch and dinner. It draws a huge crowd, especially when there is a carving station.

As Adam Daum, the president of Cornell Hillel told me, “Between Shabbat dinners for 300 people and the ability to get a kosher pastrami sandwich anywhere on campus, kosher at Cornell has definitely made a huge positive difference in my four years here!”

The Flik staff also prepares packaged salads and sushi for sale all over campus. LeNorman J. Strong, Assistant Vice President for Student and Academic Services, made it clear that, “Having an authentic kosher program on campus is important to Cornell University’s commitment of providing quality and diversity in its programs and services. Having the Orthodox Union as our partner in developing the kosher program has enabled us to meet our educational and culinary goals. Cornell University has benefited from the expertise of the OU staff. We are looking forward to continuing our partnership as we work to grow the kosher program at Cornell University.”

Supervising all of this food preparation is this author, a campus rabbi employed by the OU’s JLIC program. Rivky and I share the primary goal of satisfying the needs and raising the aspirations of students who identify as observant. A secondary, though also vital goal, is to offer Jewish learning to the larger Jewish community at Cornell. (*See sidebar for further details of the JLIC program.*)

104 West! is designed to be a serious kosher facility. It has separate dairy and meat kitchens, separate coolers and freezers, as well as a designated pareve room for most baking needs. Attention to kashrut at 104 West! entails opening the kitchen and lighting flames for the non-Jewish staff every morning at 6:45; entering the kitchen at regular intervals throughout the day to ensure adherence to kashrut guidelines; checking vegetables and/or blanching before they are put out; sealing and signing shipments to the North Star facility at least twice each day; checking food orders for kosher certification as they are received; and locking down the facility each evening once dinner has been served.

I also oversee a team of student *mashgichim* (kosher supervisors) who staff the North Star kosher station, making sure that no outside food or utensils enter the station. In addition, this author is a member of several Cornell committees dedicated to the management and improvement of kosher services on campus. Topics of discussion include promotion of 104 West! and its affiliated programs; pricing of meals; administration of check-in and other logistical concerns.

ON LEFT,
CORNELL PRESIDENT
JEFFREY LEIMAN




Another important service provided by the kosher dining program is holiday meals, which are often served off-premises to accommodate larger crowds. This includes Cornell's *Super Seder*, a behemoth project for which planning begins in September. A special arrangement was made with the Statler, Cornell's hotel (Cornell has the best hotel school in North America), where families could stay at a special rate if they were coming for the seders. A wonderful brochure was designed, and the *Super Seder* was marketed like a Passover vacation package.

The room was cut into quadrants by balloons and shrubbery, curtains were put up and students were greeted by a giant wave of blue helium balloons on either side of them as they entered the hall. Everyone was very enthusiastic about the aesthetics. The hall was set up to have 40 separate seders, with 20 people at each table.

The *Super Seder* was a massive success. With over 925, participants we had what was unquestionably the largest seder in North America. We even managed to get almost the entire room to sing *Mah Nishtana* (the Four Questions) together.

Marty Rauker, Special Assistant for Campus Life had this to say: "Having an OU certified kosher dining program on our campus has been a real catalyst for energizing Jewish life at Cornell. For example, the campus-wide *Super Seder* on the first night of Passover in the spring of 2004 would have been beyond anyone's imagination only three years ago. Now we are planning for next year and expect it to be an even bigger event."

Suffice to say that the success of the kosher program will only continue to grow at Cornell. 

Rabbi Joshua Ross, together with his wife, Rivky, are the rabbinical couple employed by the OU's Jewish Learning Initiative on Campus program at Cornell University.

Rabbi Lenny Steinberg serves as the Orthodox Union's Rabbinic Coordinator for Cornell's Kosher Dining program.



CHEESE

KOSHER CHEESE

IT'S THE  THAT MAKES THE DIFFERENCE.

The world's best-known brands, large and small, choose the  for their Kosher certification. Call 212.613.8249 or email safrane@ou.org to learn more about why consumers look for the .

Orthodox Union
Eleven Broadway, New York, NY 10004
www.oukosher.org



MARKETING TIPS

If You've Got It—Flaunt It.

- ✓ Letting your customers know that you are OU certified should be as much a part of your marketing strategy as any other significant benefit your product offers.
- ✓ Be sure the OU logo is clearly visible in your advertising—either on the product label or elsewhere in the ad.
- ✓ Feature OU certification on your website.
- ✓ Ask our marketing department how best to reach the kosher consumer—thousands of them contact us every day about food products they can buy, places they can shop and eat, and information about kosher in general.
- ✓ Plan special promotions around Jewish holidays: Passover (March/April), Rosh Hashanah (September) and Chanukah (December) are the most widely observed.

Helping Santini Foods Meet a New Challenge



SANTINI FOODS, INC. of San Lorenzo, CA has been an OU-certified company for four-and-a-half years.

Santini's OU certification was originally limited to flavored syrups produced under contract for a high-profile OU-certified chocolate company. The OU program then expanded to certification of Santini's in-house and private label sweetened condensed milk line; the most recent (and unquestionably most challenging) product to become certified is Santini's brand-new organic syrup line.

The OU could only certify the organic syrup line once two major hurdles were cleared. First, it was necessary to gain access to organic grape juice concentrate with acceptable kosher certification. Santini needed this commodity toward the end of the grape juice season, and it was extremely scarce at the time, for the new grape crush had not yet begun and old organic grape juice inventories had been all but depleted. Mr. Hal Burgan, Santini Foods' plant director and kosher coordinator, together with Rabbi Noach Vogel (Santini's rabbinic field representative) and Rabbi Andrew Gordimer (Santini's rabbinic coordinator) searched for weeks for acceptable organic grape juice concentrate, trying to access product from the United States and a host of foreign countries. After dozens of calls and much legwork, a source was finally found.

The second issue was to kosherize the equipment to be used for kosher organic syrup production. Mr. Burgan worked with Rabbi Vogel and Rabbi Baruch Kaplan to reprogram the plant's CIP system so as to meet kosherization specifications. Although the reprogramming was arranged by Mr. Burgan with lightning speed, the actual

kosherization was an extremely intricate and lengthy task, requiring constant involvement of Santini's plant supervisors, on-site OU rabbinic supervisor and the OU office.

The following text is part of a letter of appreciation sent by Santini Foods to the OU upon completion of the project:

Dear Rabbi Gordimer:


As you have probably learned, we were successful kosherizing the Syrup Room equipment on October 14, 2004. However, we did have to modify portions of our methodology in order to achieve acceptable water temperatures for several of the CIP loops. That process took a lot longer than we had anticipated.

Consequently, the entire process consumed about ten hours! During this entire time, Rabbi Kaplan was very patient and, based upon some astute observations, he contributed to this "fine tuning" process in a very positive manner.

I particularly want to thank you and Rabbi Vogel for assigning Rabbi Kaplan to this task. It was a pleasure to work with Rabbi Kaplan.

Rabbi Gordimer, thanks for your continued support of our efforts to extend kosher certification to other Santini products.

*Regards,
SANTINI FOODS INC.
Hal Burgan*

Santini Foods is proud to be certified by the OU, and it looks forward to continuing this solid relationship. 

Since hot filled beverage plants may manufacture numerous varieties of non-kosher products, the possibility of a non-kosher ingredient finding its way into a kosher product is a major concern. Standard OU protocol provides an airtight level of supervision to prevent this type of mishap. All raw materials at the facility should appear on the OU approved listing, Schedule A, regardless as to whether they are used in an OU certified product. Non-kosher ingredients that are used in non-kosher products appearing on the schedule A and are classified as *Group Six Allowed*. This enables the OU to monitor the presence of all the ingredients in the plant. Furthermore, OU certified companies do not purchase compatible sources of kosher and non-kosher ingredients, once the kosher source is used in an OU certified product. All equivalent raw materials used for non-kosher labels must be kosher approved as well. Checking for kosher and non-kosher ingredients is an integral part of the RFR inspection.




schedule A and therefore certifiable, but are not presently being bottled under a label for which OU certification has been requested, are encouraged by the OU to submit them for review so that these formulas, if found certifiable, can be run at the same time as other certified formulas in the kosher sequence. They can be added to the schedule B under an innocuous in-house brand name.

Hot filled beverage plants typically possess a plethora of kosher and non-kosher in-house, co-pack and private labels. Extreme care and attention must be devoted to the graphic design of the labels, to ensure that the OU symbol does not inadvertently appear on a non-kosher in-house, private label or co-pack product. To safeguard against any labeling error, companies will develop an internal system of proofreading, and should always verify that the OU symbol properly appears on a label. Reviewing all labels, whether kosher or non-kosher, for the presence of the OU symbol should be part of standard proofreading procedures. Since the number of labels may be vast, plants often possess a label book that greatly facilitates the RFR's inspection. The presence of a label book at the plant inevitably brings benefits to plant personnel as well, as it provides an organized and concise record of a company's many labels.

All plants must submit their formulas to the OU for review. Each formula must include the product and brand name and number. In addition, each formula should list each ingredient used, the name of its source and the name or number assigned to the ingredient by the manufacturer. The company's formulas are kept in an office file under strict confidence. Due to the sensitive nature of the information handled by the OU office, at times companies may insist upon a legally binding non-disclosure agreement prior to releasing any confidential information. The Orthodox Union is very sensitive to the security concerns of companies, and gladly respects this request.

Once submitted, the formulas are reviewed by the RC. Companies that produce formulas whose ingredients have all been found to be acceptable and appear on the

The dynamics of the Orthodox Union's supervision at hot filled beverage plants is undoubtedly highly complicated. The OU has risen to the occasion, and now certifies thousands of beverages commonly found on consumers' tables. Through meeting these many demands and developing an excellent working relationship with the plants, the OU services its certified companies and the health conscious kosher consumer by offering an unparalleled level of supervision. 

Expanding Our Website: Let's Hear From You

We're rebuilding our website at oukosher.org

and would value your input as to how to best serve your company's OU kosher needs.

Please email weissd@ou.org with your comments and suggestions.

Interested in a link exchange with oukosher.org?

Join our list of featured brands.

Please email weissd@ou.org.






Impulse Energy Drinks are the first in its category to have Orthodox Union certification. There has been a momentous marriage between the “World’s Best Tasting Energy Drink,” as voted by Americas Food and Beverage Association, and the “World’s Best-Known Kosher Trademark.”

“Impulse made a smart and innovative decision to become kosher,” declared Rabbi Moshe Elefant, OU Kosher Executive Rabbinic Coordinator. “With growing health concerns, being kosher has become a mainstream market demand. Impulse’s initiative and eagerness to obtain OU certification proves to me that the company is dedicated to customer satisfaction.”

“I am very excited to hear that there is finally a kosher energy drink in the marketplace and that Impulse has made energy drinks available for those who are conscientious about kosher dietary laws,” added Rabbi Shmuel Goldstein of Lam-Aid Judaic Learning Services.

Impulse Beverage Company is leading the next generation of energy drinks by going beyond its promise to “stimulate your senses, activate your body, motivate your mind, strengthen your ability, and improve your performance.” The award-winning combination of great taste; proven immediate functionality; nutrient, vitamin & mineral composition; and now OU kosher certification, along with its modern packaging and intelligent business strategy, positions Impulse as the serious contender in the ever-evolving intensifying energy drink category. 

Erin Gabrielle Hecht

is Marketing Manager for Impulse Beverage Company.

Rabbi Zvi Goodman

serves as the Orthodox Union Rabbinic Coordinator for Impulse Beverage Company.

OU Policy Review

It is critical that all components of your company's ordering and receiving operations work in tandem with the OU program. Although the primary kosher contact may be officially responsible for submitting all new ingredient information to the OU for Schedule A approval, there needs to be a system whereby all who control ingredient intake, work with the kosher contact. Thus, if R&D maintains its own sourcing system, the company's primary kosher contact needs to be in the loop as well, and handle any relevant R&D ingredients with the OU. So, too, for pilot projects and the like.

Only if we all work as a team; will the OU program be a success.

OU Policy Review

Companies are reminded to submit copies or drafts of label graphics along with new product requests. Review of the label design will ensure that the graphics conform to OU policies and standards.



When attending your industry conferences or exhibiting at shows be sure to display your “We Are Proud to Be an OU Company” sign. Your marketing people and show organizers ought to always have the signs in their show kits. They are sure to attract the kosher buyers to your booth. If you need more copies of the sign, we will be glad to supply them. Email BeckS@ou.org for your copies.

THE SEVENTH ANNUAL ASK OU PROGRAM

THE SEVENTH ANNUAL ASK OU internship program—the most intensive kosher education program to train rabbinic field representatives in the art and science of kashrut—was held this past summer at OU headquarters and in the field. The seminars are geared for graduate rabbinic sem-

inary students, congregational rabbis, and those already involved in kosher supervision who are seeking to fine tune and intensify their skills; the program also teaches the basics for those interested in pursuing a professional career in kosher supervision.

The in-depth program, planned and coordinated by Rabbinic Coordinator Rabbi Yosef Grossman, is staffed by the Orthodox Union's Kosher Division's rabbinic coordinators and other renowned kashrut professionals.

Included in this year's ASK OU 7 faculty were:



RABBI DONNEAL EPSTEIN
ON CERTIFICATION OF FISH.



RABBI DOV SCHREIER
ON KOSHER FOOD SERVICE ISSUES.



RABBI YERACHMIEL MORRISON
ANALYZING AUTHENTICITY OF LETTERS
OF CERTIFICATION.



RABBI LENNY STEINBERG
FOCUSING ON ISSUES RELATING TO INSECT
INFESTATION—ON HIS RIGHT IS **RABBI YOSEF
GROSSMAN**, ASK OU COORDINATOR.



RABBI YOEL SCHONFELD
DISCUSSING OU CERTIFICATION OF OILS,
MAYONNAISE AND MARGARINE.



RABBI MOSHE PERLMUTTER
EXPLAINING THE KOSHERIZATION REQUIRE-
MENTS AT NEW YORK'S GRAND HYATT HOTEL.

PHOTO CREDITS: DAVID P. ROSES

ORTHODOX UNION

Eleven Broadway, New York, NY 10004

NON-PROFIT ORG.

U.S. POSTAGE

PAID

STATEN ISLAND, NY

PERMIT NO. 301

WWW.OUKOSHER.ORG