



## ⓈP: WHAT'S NEW FOR '07?

BY RABBI SHMUEL SINGER

Kedem continues to bottle grape juice under its own name as well as under the Savion, Gefen and Lipschutz labels. All these items have always been and will continue to be Mevushal. Kedem has one not Mevushal grape juice. This is bottled in 1.5 liter glass bottles and clearly labeled Non-Mevushal. In addition, Rokeach will have its own ⓈP grape juice. This will appear under the Rokeach label, as well as the Mishpacha labels. Manischewitz will once again have an ⓈP grape juice under its own label. Both Rokeach and Kedem will offer a variety of ⓈP Sparkling Grape Juices. Manischewitz has also introduced Sparkling Concord and Niagara grape juice. All these grape juices are Mevushal. In addition, Rokeach will again produce a variety of ⓈP cooking wines. Kedem and Rokeach will also produce a variety of ⓈP cooking wines. Kedem has introduced Pomegranate and Sparkling Pomogrape Juices with the ⓈP certification as new items this year.

The Ⓢ has certified the Manischewitz matzah bakery in the United States for the past years. For a long time this was the only Ⓢ matzah bakery in the world. It continues to be the only one in the United States. Other ⓈP brands such as Horowitz Margareten and Goodman's are all baked at Manischewitz. The Ⓢ has also agreed to place the ⓈP on Aviv, Osem, Yehuda and Rishon matzah products coming from Israel. The items are supervised by local Rabbanim and are satisfactorily made with Ⓢ Pesach guidelines. They are certified by the Ⓢ when the ⓈP

appears on them. In addition, we have this year certified Yanovsky matzah baked in Argentina. This matzah is widely distributed in Latin America. This company manufactures various types of matzah. All matzah is always an eighteen minute product. Rabbi Daniel Oppenheimer of Buenos Aires serves as the Ⓢ *rav hamachshir* at this factory.

This year Manischewitz has introduced whole wheat matzah meal and whole wheat matzah farfel as new items made from Manischewitz ⓈP whole wheat matzah. In addition they will again have spelt matzah baked from Passover spelt flour. Manischewitz will again have a type of matzah ashirah known as grape matzah, in addition to traditional egg matzah. The grape matzah is made from flour and grape juice and may only be used when egg matzah is permitted, i.e. for Sefardim or those Ashkenazim who cannot eat regular matzah. It is so marked on the box. In addition, Manischewitz will have Passover Tam Tam crackers in various flavors as it did last year. These crackers are made from egg matzah dough and are similarly subject to the restrictions of *matzah ashirah*. They are clearly so labeled on the box. This year there will also be a line of regular matzah Tam Tams. These are small matzos sprinkled with oil and spices after baking and are acceptable to Ashkenazim as well. Manischewitz will continue to sell ⓈP machine *shmurah matzah* under both the Manischewitz and Goodman's labels. In addition, ⓈP hand *shmurah matzah* will be available from Gefen, Rokeach and Mishpacha. Kedem will be selling Savion machine *shmurah matzah*. In addition they

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## GETTING THE KNACK OF NIKKUR

ASKⓈ Seminar Draws Large and Diverse Audience

BY REGINA AVSHALUMOVA  
OU Public Relations

With the intention to advance the process of setting accepted standards in one of the most complex aspects of kosher certification – *nikkur*, the de-veining of meat, also known as *treibering* when the fat is removed as well – the Orthodox Union Kashrut Division on Wednesday, January 24, presented a *Nikkur Seminar* to representatives of a wide spectrum of the Orthodox world, including many from the yeshivish and chasidish communities. Some six hundred pounds of meat, delivered to the Ⓢ that morning, lay on the table, to be treibered by Reb Shimon Mendlowitz, the proprietor of Monsey Glatt, and a butcher of great skill.

The seminar was presented as part of the Ⓢ Kashrut Harry H. Beren ASKⓈ Community Lecture Series, made possible by a grant from the Harry H. Beren Foundation of Lakewood, NJ. The Beren grant to Ⓢ Kashrut was recently renewed by the Foundation for a second year, in itself an unusual action, and at a higher rate than the initial grant. This was a tribute, the Foundation declared, to “the exceptional manner in which the Ⓢ has perpetuated and memorialized the name of the unforgettable Mr. Harry H. Beren, z”l.”



Reb Shimon Mendlowitz, assisted by Rabbi Seth Mandel, shows proper technique.

“The purpose of the seminar was to have everyone dealing with meat fully  
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will be selling, as they did last year, Savion matzah sticks. This is matzah baked in stick form under the Savion label. Manischewitz makes a product known as matzah crackers. Both of these are ordinary matzah products and not matzah ashirah. The various Israeli © matzah companies will all be selling machine shmurah matzah as well.

Coca Cola will again be available with an ©P for Pesach. Aside from the New York metropolitan area, Coke will be available in Boston, Baltimore-Washington, Miami, Atlanta, Houston, Philadelphia, and Los Angeles. This year, in New York, Coca Cola items will be made with an ©P in 2 liter bottles and in cans. Other locations will have more limited Coke items made in different sizes. All these items, of course, require the ©P symbol. Most of the bottling plants servicing these markets will designate the Passover Coke items with a distinctive yellow cap in addition to the ©P symbol on the cap or shoulder of the bottle.

This year the ©P will appear on various Cholov Yisroel dairy products. These include milk from Ahava with the Best Moo label as well as a full line of Ahava dairy products. Dairy Delight will be selling Cholov Yisroel sour cream and yogurt under the Norman's label. In addition, Norman's will also sell Cholov Yisroel ready to eat puddings with the ©P label. Norman's has developed a new ©P line of Cholov Yisroel low carb yogurt and yogurt drinks. Cholov Yisroel ©P hard cheese will appear this year under both the Norman's label and the Kirkeby label. The Kirkeby cheeses are imported from Europe and also carry the London Beth Din hechsher. Cabot Creamery will be introducing ©P cheddar cheese. This item is not Cholov Yisroel. Mishpacha will also have a new Passover non-dairy ©P topping.

Manischewitz will again be selling Passover noodles this year. These noodles are made from potato starch. Gefen and Flaum will again have potato starch ©P noodles. Savion is introducing a new product which is frozen macaroni and cheese made with potato starch noodles. Frankel's also will again have frozen ©P potato starch noodles. Frankel's has introduced a line of frozen foods including blintzes, waffles and pizza. All of these are made from potato starch. Macabee Pizza will be selling a frozen Passover pizza also made from potato starch. Dayenu will have frozen Passover pierogies, pizza, ravioli and pizarogies made with matzah meal. Kineret blintzes made from potato starch will also be available. Manischewitz will be introducing frozen ©P pizza as a new item this year. This year King Kold of Chicago will be selling frozen ©P items including matzah balls, potato pancakes and blintzes under the Ratner's label. These items are matzah meal based. King Kold has also introduced frozen potato kugel batter, potato pancake batter and matzah ball batter. The Dr. Prager label will again appear with an ©P on frozen potato and vegetable pancakes.

Manischewitz will continue with its traditional ©P soup nuts. Mishpacha will have soup nuts not made with matzah meal. Gefen will be selling farfel and mini mandels not made from matzah meal. Rokeach will continue with various potato items, such as pancake mix. Manischewitz will also have a full line of these items. Manischewitz will have a low sodium potato pancake mix and a low sodium matzah ball mix with the ©P symbol.

Savion will again sell couscous and granola mix. Both of them contain matzah meal. Savion will also be producing Passover cereal made with matzah meal. This year Manischewitz will be introducing a line of Passover cereals not made from matzah meal. These will include Cocoa Crunch, Fruity Magic and Sunny O's. Savion will be selling a line of muffin and cake mixes. Manischewitz will again have Passover meringue cookies this year. This product contains no matzah meal. In addition, Kineret will expand its line of Passover cakes and cookies. Bernie's Foods will again offer potato starch cakes under the Frankel label and matzah meal rolls and burger rolls under the Dayenu label. Manischewitz is introducing a new ©P sugar free biscotti and sugar free macaroons, as well as sugar free cookies. The biscotti and cookies contain matzah meal. Mishpacha will have ©P macaroons also made without matzah meal. Gefen will have a line of cake mixes all made without matzah meal. Similarly, the Le Tova ©P line of baking mixes made from potato starch will be available. Of course, Manischewitz and Rokeach will continue to have their traditional line of matzah meal based baking mixes. Manischewitz will be introducing a line of ©P reduced sugar macaroons. In addition, Bartenura will be selling amaretti cookies as a new ©P item made with almond flour and no matzah meal.

As in years past, ©P potato chips will be made by Bloom's, Herr's, Utz, Pathmark, Rokeach and Manischewitz. Manischewitz will also have ©P potato stix and sweet potato chips. Rokeach and Empress will again have a full line of chocolate items for Pesach, as will Manischewitz and Elite. Barton's continues as an © label and will have a full line of both dairy and pareve chocolate and candy items. As in years past Cyrk will have ice cream and ices with the ©P label. Pesach ice cream sandwiches and ice cream cones will again be available under the Tovli label. Tovli will have ice cream and ice pops as well as plain cones with the ©P label. Tovli will also have ©P lemon wafers and chocolate wafers made without matzah meal. Manischewitz will be introducing pareve ©P ice cream and ices as new products this year. As in years past,

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## R.A.B. MOVES TO CONSOLIDATE MANISCHEWITZ-ROKEACH OPERATIONS

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JERSEY CITY... The last production of machine-made Shmura Matzoh in this 80-year old plant of what was the main factory of the B. Manischewitz Co. last Wednesday ushered in a new era for R.A.B. Foods, which owns the Manischewitz brand. The plant had produced approximately 1 million sheets of Matzoh each year. As leaders of the Orthodox Union(©), certifiers of Manischewitz, city officials and a large contingent of press looked on, the machines made their last run. In the coming months, the matzoh production will shift to the large Rokeach plant in Newark, which R.A.B. acquired last summer. The executive offices had already moved last year to Secaucus and a plant in Vineland that produced canned and bottled foods like its soups moved to Newark earlier this year. For Richard Bernstein, the chairman of R.A.B., the last run here was the fulfillment of a plan to produce both leading brands out of one plant. In the past Manischewitz had sub-contracted with Rokeach for the production of many matzoh related products. In addition to Manischewitz and Rokeach, R.A.B. also owns such well-known kosher brands as Mother's, Horowitz, Goodman's, Mishpacha, and Season. The new matzoh oven in Newark will produce more matzoh in a single location than any other matzoh oven in the world, said Rabbi Yaakov Horowitz, administrative rabbi of R.A.B.

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pareve Pesach chocolate chips will be available with the Manischewitz and Bloom's labels. Mishpacha will also have ©P chocolate chips. Tovli is producing pareve sorbet ice bars and ice cups in various fruit flavors with the ©P label. Elyon will be selling ©P marshmallows as in past years. In addition, Manischewitz will be selling ©P marshmallows this year, as will Savion. Oppenheimer Candy of Jerusalem will be selling a full line of ©P chocolate items.

Manischewitz has kept the Season name on ©P fish items which include tuna, sardines, salmon and anchovies. Season has introduced a number of new Moroccan sardine items in various sauces for Pesach. All of these items are made with Mashgiach Temidi and *bishul yisrael*. In addition, the Season label will continue to appear on ©P bamboo shoots and water chestnuts as well as some sauces and oil. Tuna fish is available with an ©P from Season, Gefen and Mishpacha. Both Season and Gefen will have ©P salmon in both regular and no salt versions. All

these items are made with *Mashgiach Temidi* and *Bishul Yisrael*. Dr. Praeger's continues to produce breaded fish fillets and fish sticks with an ©P. These products contain no matzah meal.

The © position remains that extra virgin olive oil can be used without special supervision for Pesach. In addition, Bartenura, Carmel, Gefen, Mishpacha and Season olive oil will be available with an ©P label. Mother's olive oil pan coating spray, Mishpacha olive oil spray and Manischewitz buttery safflower cooking spray, olive oil spray and olive oil garlic cooking sprays will also be available. Prepared olives with an ©P will be available from Gefen, Osem, Kvuzat Yavne, Gilboa and Mishpacha. Manischewitz is introducing two new flavored ©P olive oil products for Pesach. Bartenura will be introducing an ©P grapeseed oil this year.

Manischewitz, Rokeach and Savion will continue to make OU-P sauces. These include different types of tomato sauce, dressings and marinades. Savion has introduced a new OU-P line of sauces

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## NIKKUR

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knowledgeable about the *nikkur* process," explained Rabbi Yosef Grossman, Director of ASK © and Kashruth Education. According to Rabbi Grossman, the 75 participants included congregational rabbis, poskim, dayanim from chasidish communities, mashgichim, and *va'ad hakashrut* members.

Rabbi Menachem Genack, Chief Executive Officer of © Kashrut, told the group, "If everyone is not trained in the technical aspects of *nikkur*, we cannot maintain a standard. Everyone in kashrut represents the entire community, not just one's organization," he said. "What we do in kashrut represents all of us," thus requiring the knowledge that leads to uniformity.

NOTE: The seminar may be viewed on OURadio, [www.ouradio.org](http://www.ouradio.org), on the "ASK ©" channel, under "Kosher."

In an interview following the seminar, Rabbi Moshe Elefant, Chief Operating Officer of © Kosher, explained that the "mission of the Orthodox Union is to serve the community. Our basic function is to provide kosher certified food, but educating the community and its rabbis on the intricacies of kosher law is very much part of our mission."

"*Nikkur* is a very important part of the certification of kosher meat, but it is an area that few people, including rabbis, are familiar with," Rabbi Elefant explained. "Knowledge is power. Awareness of these laws will sensitize and educate the rabbis and help us in our quest of raising the standard of kosher certification and help assure that the high standards of *nikkur* are understood and practiced.

The seminar featured a variety of experts, both from within and outside the Orthodox Union. OU Posek Rabbi Yisroel Belsky was joined by Rabbinic Coordinators Seth Mandel and Abraham Juravel, who certify the meat industry. Rabbi Juravel explained that there are different *minhagim*, or customs, in the *nikkur* process, with a particularly significant custom being *nikkur* Yerushalayim, or the way it is practiced in Jerusalem.

Following an overview of the anatomy of the cow by Rabbi Belsky, accompanied by manuals issued to participants that included diagrams and photos to go along with selected Hebrew texts, the demonstrations began. Reb Mendlowitz — assisted by Rabbis Mandel and Juravel who provided commentary — expertly wielded his knife on the ribs, shoulders, brisket, chuck and tenderloin sections of the animal, cutting off layers of non-



*At the Harry H. Beren ASKOU Nikkur Seminar, Rabbonim from different Orthodox streams focus on the Nikkur procedure.*

kosher fat (*chelev*) to expose the veins, which he then removed.

"The Rambam says that on the front half of the animal certain fats and certain vessels in the animal are forbidden, some because of blood and some because of *chelev*, forbidden fat. Both have to be removed," Rabbi Mandel explained later. "The skill is to know where these veins, arteries and pieces of fat are and how to take them out. It requires a lot of training. The OU believes that many rabbis now do not have sufficient background in *treiberung*, so our thought was to present this seminar so that the rabbis could see it done on actual pieces of meat. Different communities have different customs regarding some of the fats and some of the vessels, but there is agreement by everyone that they must be removed."

The message got through, loud and clear. A rabbi representing the Tov outreach organization, which gives seminars on kashrut, said admiringly to fellow participants following the seminar, "The only organization in America that is capable of attracting such a diverse audience is the OU. Where else can you have such an open exchange of ideas and get so much knowledge?"

A fellow participant, Rabbi Meshulem Halberstam of Congregation Shaarei Zion in Brooklyn, responding to a question of whether he found the session helpful responded, "Extremely so, extremely so. I heard about this wonderful opportunity to learn these laws, so I came. I hope to have occasion to attend many more sessions like this one."



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known as Fireman's Frenzy. These include spicy marinades, salsa and spicy ketchup. Manischewitz and Royal will continue to have ©P ready to eat soup in a cup. In addition Kineret will be introducing a new line of ©P ready to eat soup in a bowl items.

The © position remains that regular tea bags, which are not flavored or decaffeinated, are acceptable for Pesach without special supervision. In addition we have clarified once again this year that all Lipton decaffeinated tea bags are acceptable without special supervision. This is not true of other decaffeinated tea bags. Pathmark, Shoprite and Lipton also have specially marked ©P plain tea bags on the market. Manischewitz will also have a line of ©P tea bags. These include regular tea and herbal teas. In addition Swee-Touch-Nee and Wissotsky will continue to have Pesach herbal teas. Nestea instant unflavored tea powder and instant unflavored decaffeinated tea powder are acceptable for Pesach without special supervision. **Our position in former years in regard to coffee had been similar to tea. We maintained that all regular coffee, that is unflavored and not decaffeinated, is acceptable for Pesach without supervision. This is no longer true. Some coffee companies add maltodextrin, which is either chametz or kitniyos, to instant coffee. As a result this coffee is not kosher for Passover. Only coffee bearing an ©P symbol or brands listed in the gray area of the Passover Directory should be used. Both Folger's and Taster's Choice instant coffee remain acceptable. Other brands should be checked in the Directory. Ground coffee remains acceptable from any source as long as it is unflavored and not decaffeinated.**

This year a number of supermarket labels will have ©P flavored seltzers for Pesach. These include Acme, America's Choice, Foodtown, King Kullen, Pathmark, Shoprite and White Rose. Cornell will have flavored sodas with an ©P. This year both Shoprite and Pathmark will once again be selling some sugared sodas with an ©P symbol.

## CHINESE MUSHROOMS ALERT

BY RABBI YITZCHAK FRIEDMAN

RFR DE, MD, PA, VA

I have found an issue, of which the olam should be aware. Frozen Chinese mushrooms are coming into this country, being thawed and blanched and are allowed to be labeled as "produced in the USA". Chinese mushrooms are a group 6, "not allowed". RCs and RFRs need to be aware of this reality and consumers should be aware of buying mushrooms that are produced in the USA, without *hashgacha*. Obviously, those that are already following the *p'sak* of the OU *poskim*, *shlita*, are guarded from this *michshol*. They already don't buy processed vegetables, without *hashgachah*. YF

## CONDOLENCES TO...

RABBI MORDECHAI ULLMAN, our devoted RFR in California, and family on the loss of his mother Mrs. Devorah Ullman of Los Angeles, CA.

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## KASHRUTH alert!

**CASSE CROUTE DE CHEDDAR CHEDDAR CHEESE FLAVORED CRACKERS** UPC 9800923142 is produced by CPD Distributing – Fullerton, CA. This product found in gift baskets distributed by Wine Country Gift Baskets, bears an unauthorized © symbol and is not certified as kosher by the Orthodox Union.

**IDAHOAN INSTAMASH MASHED POTATOES** (Foodservice item distributed in Canada) produced by Idahoan Foods, Inc. – Lewisville, ID is a certified product which bears an incorrect ©D Pareve designation and contains dairy ingredients as listed on the ingredient panel. Future packaging will be revised.

**NATURE'S FINEST APRICOT, PLUM AND PEACH COMPOTE** produced by Majestic Products, Brooklyn, NY is being withdrawn due to concerns of infestation.

**KASHI GO LEAN** Carmel Peanut Butter Roll Bar, Chocolate Peanut Butter Roll Bar, Chocolate Turtle Roll Bar, Fudge Sundae Roll Bar and Oatmeal Walnut Bar produced by Kashi Co., La Jolla, CA with the expiration date codes May 30, 2007 through August 30, 2007 mistakenly contain a non-kosher ingredient. Corrective action is being taken. Products with a date code of September 13, 2007 or higher are kosher when bearing the © symbol.

**PRINGLES MINIS** produced by Procter & Gamble, Cincinnati, OH are not © certified, although most Pringles produced in the U.S. have been certified.

**STEW LEONARD'S WHOLE MILK MOZZARELLA CHEESE** (16 oz) UPC #7104006330 produced by Stew Leonard's – Norwalk, CT bears an unauthorized © symbol and is being withdrawn from the marketplace.

**CHANUKAH TIN** with Hard Mint Candy (12.4 oz) UPC #9400012552 produced by AVON PRODUCTS INC. – New York, NY was represented in Avon Catalogues as being © certified. It is not certified kosher by the Orthodox Union.

**AHUMADOS NORUEGOS S.A., MEXICO ASSORTED FISH PRODUCTS** produced by Fiordo, Institucional, Sealoch, and Skyer had been certified. Effective immediately, and due to Kashruth violations, the Orthodox Union has rescinded its certification of Ahumados Noruegos. These products, primarily distributed in Mexico, are not to be accepted as Kosher certified – even when bearing the © symbol. Consumers spotting these products while bearing the symbol are requested to contact the Orthodox Union at 212-613-8148 or via email at kshalerts@ou.org.

**IGA COUNTRY GRAVY MIX AND TURKEY GRAVY MIX** produced by IGA, Inc., Chicago, IL correctly bears an © symbol and is certified as kosher pareve. Ingredient panel incorrectly lists dairy ingredients.

**COMPLIMENTS STRAWBERRIES & CREAM FLAVOR OATMEAL AND PEACHES & CREAM FLAVOR OATMEAL** produced by Sobey's, Mississauga, Ontario are certified as ©D, but the dairy designation has been omitted from the cartons. Future packaging will be revised.