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FOR THE JEWISH VOICE
ON FACEBOOK



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6,000 Attend Kosherfest 2011 at Meadowlands Expo Center

More than 6,000 Kosher Food Industry professionals attended the 23rd Annual Kosherfest Kosher food trade show at the Meadowlands Expo Center, Secaucus New Jersey on November 8-9.

By Tzvi Allen Fishman

Kosherfest is the largest gathering of manufacturers, distributors and buyers of kosher food in the world. In addition to the over 350 exhibitors of the various kosher foods, wines, spirits and kashrut-related products, the show included a two-day program of special events and industry seminars.

Exhibitors came from all over the globe including such places as Russia, Scotland,
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Alain Bankier, Co-President and CEO of Manischewitz, showing off one of his company's latest innovations: a vending machine for hot kosher food.
(PHOTO CREDIT: MORRIS ANTEBI)



Several cars were destroyed just before dawn on Friday in an act of anti-Semitic vandalism.
PHOTO CREDIT: SHIMON GIFTER, LIMELIGHT PHOTOGRAPHY

Anti-Semitic Vandalism in Brooklyn Sparks Community Outrage

\$56,000 Reward Offered for Information Leading to Arrest & Conviction of Arsonists

On Sunday, over 100 residents of the Midwood section of Brooklyn, NY, along with elected officials, staged a peaceful protest march on Ocean Parkway past the four public benches from which 16 swastikas had been removed after a pre-dawn anti-Semitic attack Friday.

By Jewish Voice Staff

Carrying an Israeli flag, the marchers were led by Mr. Hiskind, State Senator Eric Adams, Rabbi Chaim Gruber, New York City Public Advocate Bill de Blasio, civil rights lawyer Norman Siegel and other community leaders.

"There was a time when vandals used magic markers to express hate; now they're using gasoline," Adams said.

He was referring to the incident that occurred in the early morning hours of Friday November 11, when vandals set fire

to several parked cars and scrawled anti-Semitic graffiti on nearby benches in the predominantly a heavily Jewish neighborhood of Midwood in what the police said was a hate crime.

The arson took place along Ocean Parkway between Avenue I and Avenue J in what is commonly referred to as the Flatbush section where three cars; a BMW, a Lexus and a Jaguar, were set ablaze. In addition, the epithet "KKK" was scrawled on the side of a red van and swastikas and anti-Semitic slurs were found on benches.

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TIME: 'Mossad' Behind Iran Explosion

Leading Iranian Nuclear Scientist Killed in Blast

The Institute for Intelligence and Special Operations, Israel's international intelligence agency better known simply by the first part of its Hebrew name as "the Mossad," was behind Saturday's explosion at a missile base next to Tehran, in the estimation of an official Western intelligence source cited by TIME magazine on Monday. The official said, "Don't believe the Iranians that it was an accident."

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A Shahab-3 ballistic missile, like those believed by media sources to be housed at or near the site of the explosion that the Iranian government is calling an accident, but which other sources are attributing to Israel's Mossad.

» Israeli High Court Rejects Appeal by Ex-President

Disgraced Former President Moshe Katsav to Serve Seven Years Behind Bars. **see p. 5**

» Rocky Mountain Highlights: The Jewish Agency at GA2011

The Jewish Federations' General Assembly was a refreshing glimpse at the future of Jewish leadership. **see p. 4**

» Against All Odds: Itamar after the Fogel Atrocity

On the Itamar yishuv, no one knows what will become of the now-empty Fogel house where a young family was recently killed. **see p. 20**

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Argentina, Canada, Israel, Brazil and almost every state in the United States. The seminars and events included a panel of award-winning cookbook writers such as Susie Fishbein, Jamie Geller, Levana Kirschenbaum and Jeffrey Nathan speaking about "Kosher 2012: The Demands of an Ever Changing Palate."

of kosher products produced nationally is \$305 billion.

Buyers at the Kosherfest included such well-known retailers as Costco, Wal-Mart, Shoprite and Wakefern, Safeway, Winn-Dixie, Stew Leonards, A&P, Key Foods, Acme, Kroger and many more. Buyers today not only look at simple kosher products but also a wide variety of gourmet, upscale kosher foods.



On the right is Menachem Lubinsky, founder of Kosherfest, CEO of LUBICOM Marketing, and Editor-in-Chief of KosherToday.com, seen here with Jewish Voice publisher David Ben-Hooren. (PHOTO CREDIT: MORRIS ANTEBI)

The main event of the Expo featured an "Iron Chef-style" competition for kosher restaurant chefs where the mystery ingredient was duck breast. The winner of the competition was Seth Warshaw of ETC Steakhouse in Teaneck, New Jersey. The competition was produced in partnership with the Center for Culinary Kosher Arts, Brooklyn New York. The runner ups included Chefs Moshe Wendel of Pardes Restaurant Brooklyn and Craig Solomon of Ariel's Restaurant of Englewood.

The Kosher world is not what it used to be in our parents' and grandparents' times.

The exhibitors included many prominent kosher food manufacturers, and as well as a few up-and-comers.

The Manischewitz Company is a well known and "old time" name that has been totally rejuvenated. Created in 1888 as the B. Manischewitz Company by Rabbi Dov Behr Manischewitz, it became the world's largest producer of Matzo for Passover. It also was until 1986 the producer of the famed Manischewitz Wine. That division was sold to Canandaigua Wine Company in 1986 and the Manischewitz Family sold the company



Rabbis Mordechai Merzel (L) and Dovid Jenkins, rabbinic coordinators for the OU Kashruth Division

Not only Jews consume kosher products. The statistics are surprising. The number of kosher consumers in the United States tops 12,100,000 and 21% of Americans who regularly purchase kosher products do it specifically because of the kosher certification. There are approximately 10,650 kosher-producing companies and plants worldwide with 126,000 kosher certified products. The average number of kosher products in U.S. supermarkets is 19,000 and the dollar value

to a group led by investment giant Kohlberg and Company in 1990 for 42.5 Million Dollars. The Company changed its corporate name in 2004 to RAB Food Group and has now returned to its original brand name, The Manischewitz Company.

In an interview with Mr. Alain Bankier, Co-President and CEO of The Manischewitz Company, the company has morphed into a huge food conglomerate with a wide variety of different brands and products. Today,



Thousands attended this year's Kosherfest in Secaucus, NJ. (PHOTO CREDIT: MICHAEL TOOLAN)

the Manischewitz Company includes such famous kosher food brands as Rokeach, Season, Mothers, Mrs. Adler's, Cohen's, Barney's, Ratners, Horowitz Margareten, Guiltless Gourmet, Mishpacha and Cuisine Innovations. The famed original saying for Manischewitz products, "Man Oh Manischewitz" has been re-incorporated into the corporate

ewitz line will be the new automated Kosher Food Vending machines. The prototype vending machines were proudly displayed at Kosherfest and the new division should be in full swing in late 2011 and early 2012.

The dream of the Kosher Consumer has always been the ability to be able "eat kosher foods similar to what non-Jews eat as not ko-



Nathan Herzog (R), Executive VP of Royal Wine Corp., with Marketing Manager David Levy (PHOTO CREDIT: MORRIS ANTEBI)

branding to bring back some of the "memories" of parents and grandparents usage of the products.

Mr. Bankier explained that the product line has been expanded to include something for everyone. Manischewitz is far from being just matzo and Tam Tam crackers. The products have been broken down into three main categories: Health and Wellness, Mediterranean and Comfort. Products now include many items with Health and Wellness seals, with no MSG, low fat and many with low sodium. This also includes a huge Kosher for Passover line including Organic Matzos and Shmura Matzos from Israel. The products line has also been upgraded with the inclusion of Mediterranean offerings such as Moroccan Fish Balls (imagine gefilte fish, but with a kick), from a Sephardic Family Recipe of Mr. Paul Bensabat, Co-CEO of Manischewitz. Bankier further explains that "today the kosher consumer need not be penalized" for their lifestyle, and kosher foods can include almost anything. The acquisition of Seasons Foods adds a huge line of fish products such as Sardines and the Cohen and Barney's lines add the hors d'oeuvres including their famed pastrami-wrapped hot dogs and canapés.

Soon to be introduced to the Manisch-

sher." One exhibit that has been a focal point of many at this year's Kosherfest was Jack's Gourmet Sausages. If one has not tasted a Jack's Gourmet Sausage one has not been exposed to the "Real World of Sausage eating." The lines in front of the Jack's tasting counters attested to the amazing quality and appeal of the one year old line. Introduced at Kosherfest last year as the brainchild of Jack Silberstein, Jack's has gone wild with a wide array of Glatt Kosher Sausages such as Turkey and Apple Cranberry, Sweet and Hot Italian, Buffalo Style, Jamaican Style Jerk Chicken, Spicy Mexican Style and many more.

Kosherfest 2011 was not only a platform for food products but also for various other Jewish oriented products. A very innovative display from the Ner Mitzvah Candle Company of hand-made Havdalah Candles drew a huge crowd. Ner Mitzvah produces a diverse and unique line of candle products for Shabbat, Chanukah and Memorial uses. The Bees Wax Havdalah Candles are hand made in their Upstate New York factory by Sabbath observant candle makers.

Kosherfest 2011 was a huge success and millions of dollars of orders were taken at the expo.

The next Kosherfest will take place at the Meadowlands on November 13-14, 2012.