



WHAT IS
KOSHER?





Kosher
Food

Simply put, Kosher means “fit.”

The laws of kosher define the foods that are fit for consumption for the Kosher consumer

What makes something kosher?



ALWAYS KOSHER

Some food items are always kosher, such as those which are minimally processed – grains, water, sugar, and salt



SEPARATE

Meat and milk are never combined. Separate utensils are used for each.



FISH

Kosher fish must have fins and scales.



MEAT

Must come from animals that are prepared in a specific and painless manner.

Kosher Myths

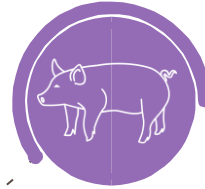
KOSHER STYLE

Jewish-type foods, like bagels and lox or chicken soup. These foods are usually not certified kosher and must be verified.



MAY BE PRODUCED ON NON-KOSHER EQUIPMENT

Kosher foods that are produced on non-kosher production lines become non-kosher by proxy and are therefore forbidden.



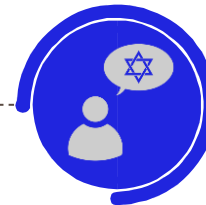
KOSHER MAY BE MADE IN ANY KITCHEN

Kosher products may only be cooked/prepared in Kosher kitchens that don't touch non-Kosher foods.



BLESSED BY A RABBI

Food is blessed before it is eaten, but that does not make food kosher.



THE SAME AS "NATURAL" FOODS

While natural foods may indeed be kosher, there is no expectation that they will be.



KOSHER SALT

"Kosher Salt" is used to drain blood from meat. There's nothing intrinsically kosher about Kosher salt.



What's NOT Kosher?



CRUSTACEANS

Oysters, shellfish, lobster
are not kosher



INSECTS

All greens must be washed
with veggie wash to remove
even tiny insects



PORK

Animals must have split
hooves and chew their cud

What's Kosher-Sensitive?



CHEESE AND DAIRY

Must be made under Kosher supervision and with Kosher ingredients, such as Kosher rennet



GLYCERIN: ANIMAL VS. VEGETABLE

Animal-based glycerin is generally not Kosher. Vegetable-based glycerin may be Kosher if made on dedicated production lines.



WINE AND GRAPE JUICE

Must be made under careful Kosher supervision from the time of the crush.

Kosher Categories



Kosher Categories



Dairy



Meat



Pareve



Foods with neither meat nor dairy ingredients are **pareve**, or "neutral."



HUGE!

The
Kosher
Market

Did You Know?



SALES

By 2025, the market for Kosher food is likely to exceed **\$25.6 billion**

INGREDIENTS

Most food ingredients in North America (~70%) already meet kosher standards



CROSSOVER KOSHER CONSUMER

- Vegetarians
- Halal – Muslim market
- Desire for transparency

PACKAGED FOODS

41% of all packaged food in the US is certified Kosher



The Kosher logo is on the product, so the consumer sees it at the point of sale to drive sales



Kosher Inspection

**INGREDIENTS
&
EQUIPMENT**



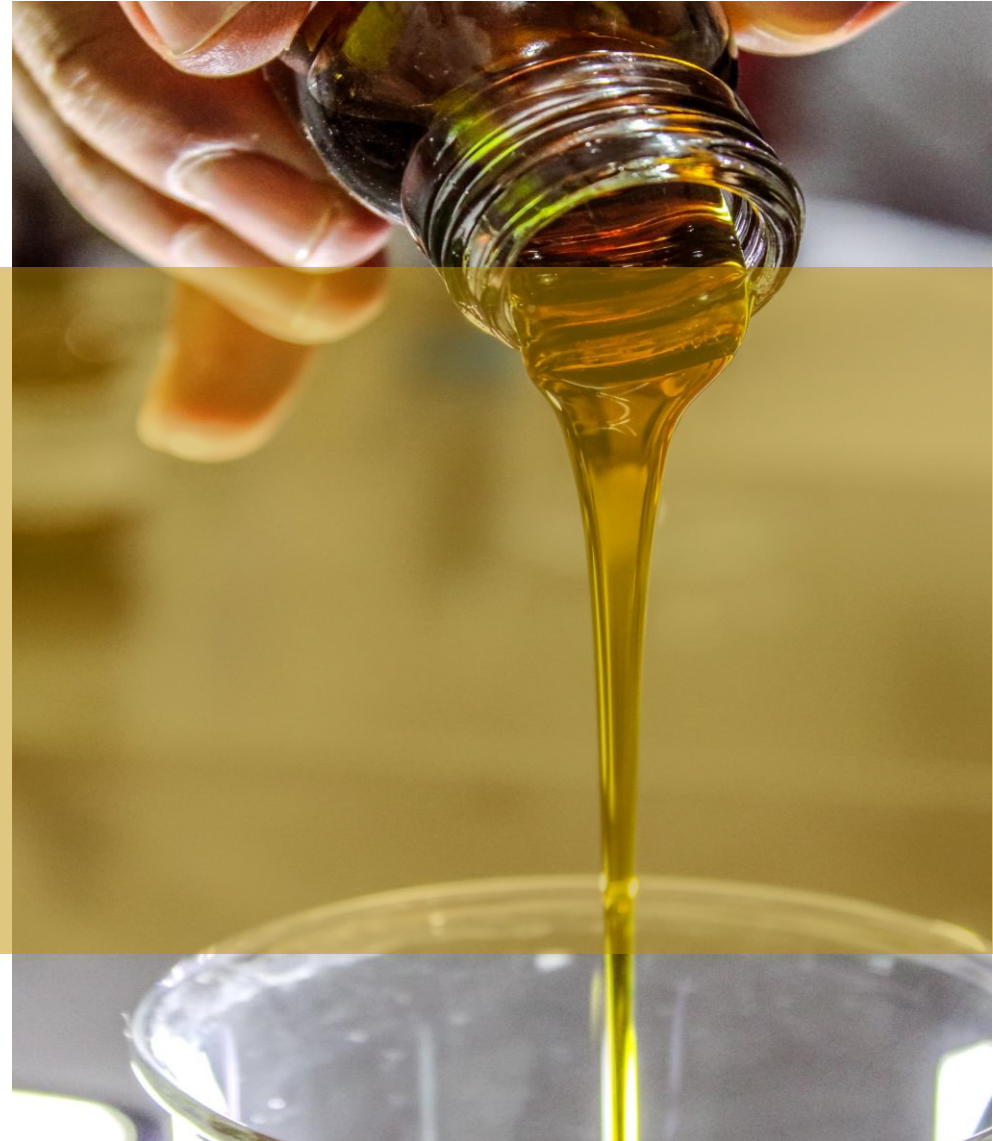
Ingredients

KOSHER STATUS

Kosher Certified
Kosher Approved

KOSHER CATEGORY

Meat
Dairy
Pareve





Equipment

Must be dedicated to be all Kosher

Potential areas of concern:

- Shared lines with Non-Kosher
- Dairy and Pareve

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