



# The Sign of Kosher

The ultimate symbol of quality for the International Food Industry

Kosher is confidence. In today's global economy, where even the basic necessities may originate in far-off lands, consumers are increasingly looking to trusted, independent authorities to inspect and approve the food and beverage products they feed their families. Health and safety is their number one priority.  Kosher Certification provides that comfort and is uniquely poised to help companies focus on their target markets. The  symbol is globally recognized as the highest standard of quality on Kosher foods. The  on the package means that...

- A 3rd-party agency guarantees the highest regulatory standards;
- All ingredients were examined and approved by rigorous independent inspectors;
- Production facilities are under continuous compliance inspection;
- All supervision is securely monitored digitally to minimize error.

## WHY KOSHER?

The U.S. kosher market is valued at **\$24 billion** and is predicted to **grow 11.5%** by 2025

(Kosher network international, Jacksonville FL)

The average kosher consumer **SPENDS 47% MORE** per year than the non-kosher consumer (Mintel)

Kosher is the food industry's fastest growing sector, with a growth **RATE OF 12.5% ANNUALLY** (NYS Agr. Dept.)

Placed side-by-side on the shelf, Kosher products **SELL 20% BETTER** than competing non-kosher brands (Kosher Spirit)

## MARKET SEGMENTS

Diverse communities are **RAPIDLY** adopting Kosher compliance for specific needs:



**Health-conscious consumers increasingly choose kosher as one of their standards of quality;**



**Consumers with specific dietary restrictions and/or preferences seek kosher products not only for their clearly identifiable labels, but also because they are produced under strict inspection;**



**Many American Muslims turn to kosher foods to satisfy their dietary laws** (Baruch College, Dollars & Sense 2010);



**Vegans look for Kosher "Pareve" (non-meat, non-dairy) products;**

## WHY KOSHER?

 Kosher Certification Services has been at the forefront of Kosher supervision for over 70 years.



**GLOBAL** The  certifies over 300,000 products in over 90 countries with offices worldwide;



**CUSTOMER CENTRIC** Our mission is to excel at customer service by not only providing superior levels of service to fortune 500 companies, but also to young startup companies. We constantly ask: Is the Kosher program providing operational and economical efficiencies to our customers?



**ACCEPTED** universally accepted by all kosher authorities including the Chief Rabbinate of Israel.



**RECOGNIZED** Found on global brands including Snapple®, Domino, Tropicana®, Maxwell House®, Kraft Foods® and Post®, the  symbol is immediately recognized and trusted by consumers.

On an industrial level, the  certifies many of the major producers such as IFF®, Danisco® and DSM®- insuring oversight to the entire food supply chain.

To learn more about Kosher and how it can help your company grow, contact us **online:** [www.ok.org](http://www.ok.org), **email:** [Kosher@ok.org](mailto:Kosher@ok.org), **phone:** 718-756-7500