



THE SIGN OF KOSHER

# KOSHER 101

## Demystifying Kosher

The essentials of kosher for certified companies.

**Kosher Without Compromise**

# What Will We Learn Today?

1. Basic Principles of Kosher
2. Kosher Symbols and Certifications
3. Benefits of Kosher Certification
4. Certification Process
  - Manufacturing
  - Private Brands
5. Introduction to OK Kosher



# Introduction to Kosher Certification:

- **Understanding Kosher:**

At its core, kosher certification is rooted in the dietary laws observed by the Jewish community. These laws dictate what is considered kosher, encompassing various aspects such as the types of animals and ingredients used in food preparation.



# *What are the segments of* **Kosher Consumers?**

- Jewish people who observe Kosher Dietary Laws.
- Jewish people who buy kosher products on a seasonal basis (i.e. entertaining or during holidays).
- Several other religious groups.
- **International consumers who perceive kosher as of a superior quality, purity and healthier (this is the majority segment!).**
- Lactose intolerant or dairy-allergic/sensitive consumers seeking the non-dairy products.
- Vegans and vegetarians, also seeking verification of dairy- or meat-free foods.



# What Kosher *Is Not.*

A Rabbi blessing the food. It is not a guarantee of quality or a healthiness.

Kosher certification is not a single universal standard. Different Jewish communities and sects may have different standards when it comes to Kosher certification.





# So, What is Kosher *Certification*?

In order to certify any production as kosher,  
we verify and monitor **two main components**:





## Kosher Ingredients



## Equipment Maintained as Kosher



# Kosher Ingredients

We categorize ingredients as either:

**1** Inherently kosher

**2** Eligible to become kosher

**3** Inherently non-kosher



When we use the term “ingredients”, we’re including additives, preservatives, and processing aids, such as anti-foam, release agents, etc.



# *Now, On To* **Kosher Equipment**

- Any equipment used to produce non-kosher, or came into contact with non-kosher material, **must be cleaned and “kosherized”** before it may be used in kosher production. This can entail one or more of several procedures such as boiling, sanitizing or running with use of a bittering agent.
- The transport of **bulk liquid kosher ingredients requires upholding kosher transportation procedures.**



# *Let's Get Into Some* **Basic Rules of Kosher.**



# 1. Meat/Poultry



- Total separation of dairy and meat/poultry *is always required.*
- Meat and poultry require kosher ritual slaughtering and draining, and only animals of a **kosher type** are permitted to be eaten.

## 2. Dairy



- **Dairy certification** has an optional, second tier of certification, known as *Cholov Yisroel*, which requires extra supervision.

### 3. Pareve



- Foods which are **neither dairy nor meat/poultry** are termed **Pareve**, or “neutral.” Produce, eggs from kosher animals and kosher varieties of fish are among those deemed Pareve.



## 4. Kosher for Passover



- **Kosher for Passover** is a separate certification tier and symbol (OK P). It applies for 8 days of the year, is sought by Jewish consumers and precludes the use of certain, specific grain ingredients.

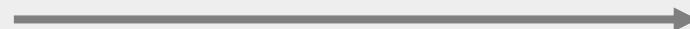
# Symbol & Certification Bodies:

You'll often find specific symbols or labels on packaging. These symbols represent reputable kosher certification agencies or bodies. For instance, the Orthodox Union (OU) and OK Kosher Certification are the most widely recognized and trusted symbols that indicate compliance with kosher standards.

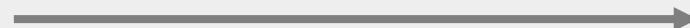
**There are over 1000 agencies in the world. How will you know how to navigate between them?**



# The Kosher Symbols and How They're Used.



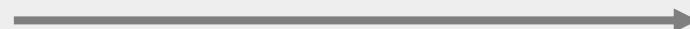
Pareve



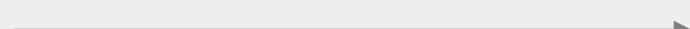
Dairy



Meat



Fish



Passover



**The OK Kosher symbol should be printed clearly and large enough that consumers can easily see it! We also recommend it be prominently displayed on your packaging, alongside any other certifications, to *maximize your investment in kosher*.**



# Benefits of Kosher Certification:



Obtaining kosher certification comes with several benefits:

**Kosher certification plays a vital role in building consumer trust. It provides an added layer of quality assurance and compliance.**

**According to industry reports, the demand for kosher food has been steadily increasing, with a growing consumer base worldwide. This presents a significant market opportunity for private brands to tap into and capitalize on the increasing demand for kosher-certified products.**

# How we can help you?

- Existing OK Kosher certified manufacturers
- Specific manufacturers you would like to work with.
- North America
- International

Contact: [rfriedman@ok.org](mailto:rfriedman@ok.org)

and we will be delighted to assist you in finding suitable options.



# Manufacturing VS. Private Brands

- Private Brands Customers of OK Kosher certified manufacturers can gain certification of their own products, with the use of the OK Mark on the product by paying a minimal annual fee upon completing a brief written agreement.
- If the manufacturer is not currently kosher certified, OK Kosher would be happy to assist them in obtaining kosher certification for their products or even solely for your product.





# Manufacturing Certification Process in 5 Steps

**1**

Receive an **Initial  
Inspection Visit** from a  
**Rabbinic Coordinator  
(Rabbi)**.

**2**

Submit  
**ingredients, raw  
materials & labels**  
for approval.

**3**

Receive your **customized  
kosher guidelines** within  
the signed **Certification  
Agreement**.

**4**

Have an **OK Field Representative**  
assigned to visit your facility for  
drop-in visits (if applicable)  
throughout the year.

**5**

Your **OK Kosher  
certificate(s)** will be issued,  
upon which your company  
would be certified!

# Timeline for Certification

## *When You Can Start Producing Kosher*

Our objective is to **get you certified within 4-6 weeks**.

Factors which could affect this are the date of your Initial Visit, and the receipt and processing of ingredient data and signed agreement.



***Maximize Your Kosher Investment by Using***

# **Product Label Review**

***To Your Advantage***

We provide the high-res file of our certification mark, in order for you to benefit the most from displaying your OK certified status.

All labels for finished products must match the kosher certificates issued to your company, for **accuracy and clarity to the consumer**.



# Contractual and Financial Obligations

- Application and Review Process:
- Certification Fees:
- On-site Inspections and Audits:
- Ingredient and Supplier Verification:
- Labeling and Packaging Requirements:
- Ongoing Compliance:



# Rabbinical Visits

## To Your Facility Will Include



**Annual Executive Visits** from your **Rabbinical Coordinator (RC)**. Each certified company is assigned a dedicated RC who designs a tailored kosher program and keeps track of its success.



**Unannounced Visits** from a **Rabbinic Field Representative**, or *mashgiach* in Hebrew. These reps are more locally-based to each facility, and trained to inspect the operations for kosher compliance.



**Special Productions** and **Kosherization Visits**, also conducted by an OK Kosher Field Representative, where necessary.



# GET CERTIFIED AS A PRIVATE LABEL BRAND

## How to Obtain a Private Agreement with OK Kosher Certification

### THE PRIVATE LABEL APPLICATION PROCESS

*Register your private label products in four simple steps.*

**1**

COMPLETE YOUR  
APPLICATION

**3**

PAY YOUR INVOICE

**2**

SIGN AND RETURN  
YOUR PRIVATE LABEL  
AGREEMENT

**4**

SUBMIT PRODUCT  
LABELS

## CONDITIONS FOR CERTIFICATION

**To be certain you're ready to go, please check these criteria before beginning your application.**

### PRODUCTION LOCATION

Approved private label products can be produced ONLY by the OK certified company listed in the PLA. The private label entity is not authorized to manufacture any products that will be labelled or marketed as OK Kosher certified.(That would require a standard kosher certification agreement with OK Kosher).

### LABELING LOGISTICS

Either the OK - certified manufacturer or the PL entity may submit labels for approval. However, only the OK manufacturer may store the labels bearing the OK symbol. Furthermore, the PL entity is not authorized to package or label any OK certified products.

### MARKETING & SELLING PRODUCTS

The PL entity is only authorized to market and sell products packaged in their final labels/packages, as received from the manufacturer. See our guide to the proper use of the OK Symbol.

## GOOD TO KNOW

**Here are some helpful tips when applying for OK Kosher Certification as a Private Labeler.**

### POTENTIAL PROCESSING DELAYS

We strive for the best service possible at all times. However, processing delays can happen, so bear with us. Here are some scenarios that slow us down:

- » We receive an application from you that's incomplete or inaccurate.
- » There are handwritten notes on your PLA document.
- » An unofficial version of the OK Kosher symbol was used (wrong font, added graphic elements, etc.).
- » Labels were printed with the OK Kosher symbol before approval.

Avoiding these mistakes will allow the certification of your products to be a quick and smooth process.

### PRODUCT SUBMISSION

Every OK-certified product has a unique K-ID (Kosher ID). The manufacturer's K-ID is required for each PL product you wish to have certified and ensures that the correct product is used in your application. You can obtain the K-ID's from your OK-certified manufacturer.

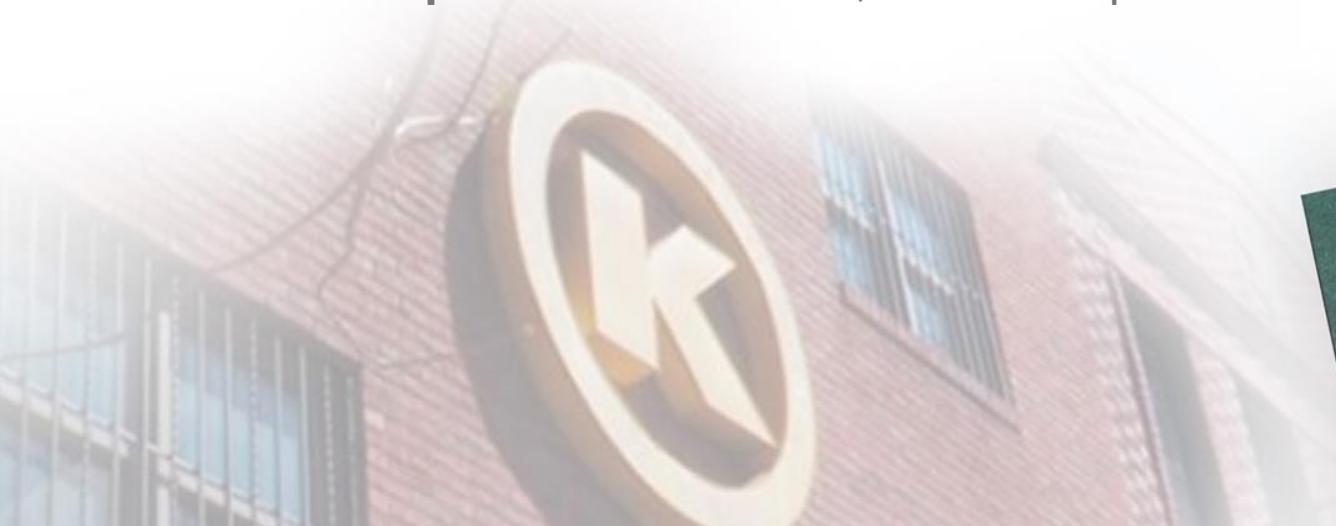
### USEFUL TO HAVE

Please provide us with complete contact details of the main point person responsible for the private label account. We would also appreciate a backup contact person in the event the main contact is unavailable.

*A little about*

# The and who we are.

- **Founded in 1935**, with kosher certification as the sole focus, we are a **non-profit organization** providing for the industry and serving kosher consumers.
- **OK Kosher is the global benchmark** for kosher standards in all sectors. **The OK symbol** is the most **instantly recognizable** kosher certification mark in the world.
- OK certified ingredients are found in **one out of every two to three kosher certified products** worldwide, and our supervision is **universally accepted**.





KOSHER  
CERTIFICATION  
A GLOBAL LEADER IN KOSHER  
CERTIFICATION SINCE 1935

INSIDE OK KOSHER



# by the numbers:

 **6,000+**  
manufacturers  
visited

 **1,880+**  
Private label  
companies  
carrying our  
symbol.



**600,000+**  
Products Certified



operating in  
**100+**  
countries

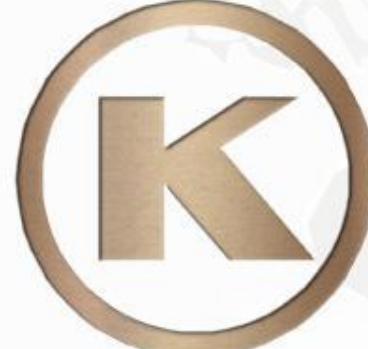


**80+**

Years of experience  
and expertise.



**800+**  
Field Representatives  
Worldwide



# Digital Kosher

**K-ID DIGITALKOSHER**

Home Ingredients Products Miscellaneous

**KOSHER CERTIFICATION**

Enter K-ID:  SEARCH    

rfriedman@Demonstration Company 2012 (2013-2014) (22908)

**INGREDIENTS**



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**MISCELLANEOUS**



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# Trends in Kosher

- Kosher remains the **most popular product claim on food**, despite dramatic increases in organic and gluten free - labeled merchandise.
- There has been a **steep rise in independent all-kosher supermarkets**.



Kosher food is a **\$24 Billion** industry and growing.



Sustained **15% Growth** rate year over year.



Close to **1,000,000** products are certified Kosher.

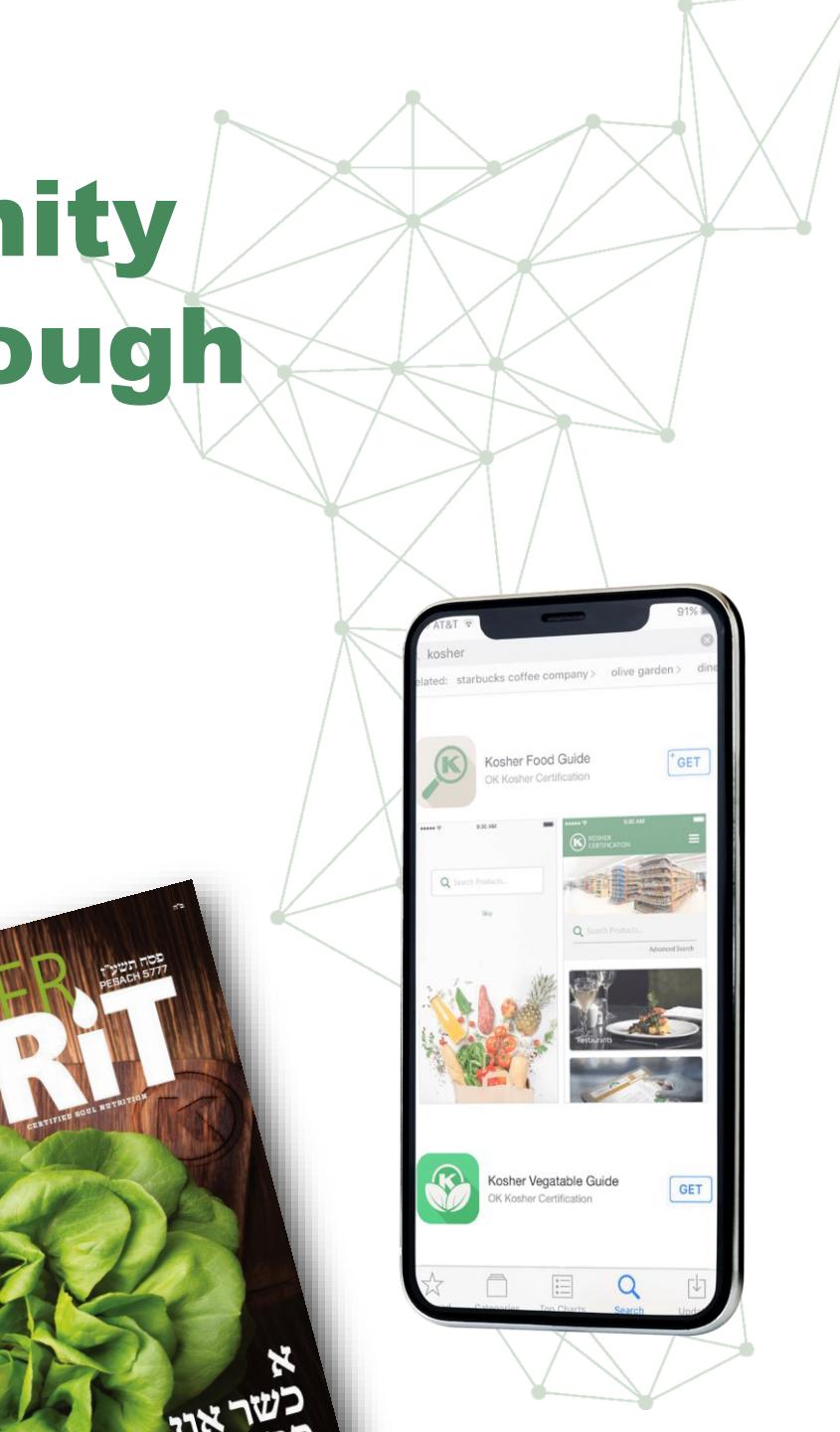
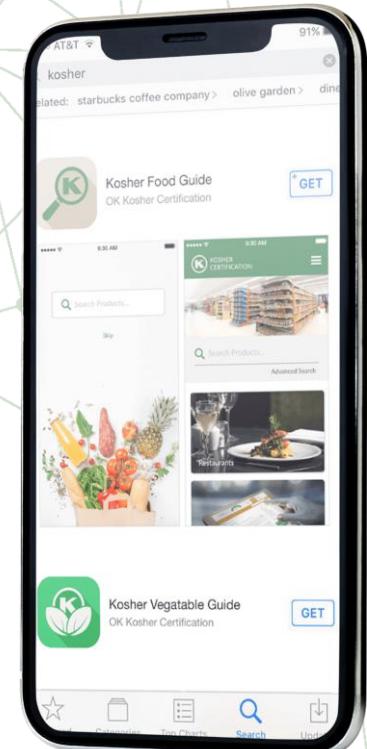


Over **2,500 new** products certified Kosher each year.

Sources: Mintel Market Research, "Kosher Foods Market – US Report," January, 2009; and Kosher Network International, 2018.

# *Keeping the* **Kosher Community Connection Through**

- Publications (Multi-Lingual)
- Kosher Awareness & Education
- Local Community Events
- Public Relations Engagements





## Commitment to **SUCCESS**

OK Kosher is dedicated to providing the **best possible service** while adhering to the **highest standards of kosher regulation**.

When you want to change a formula, add a new product, streamline your production, or take advantage of marketing opportunities, The OK will be there with you, long-term, to help your company **succeed with kosher**.

# **DISCLAIMER**

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