



## **The Global Demand for Kosher**

Over the past twenty-five years, the demand for kosher certified products has increased dramatically. Specifically, the kosher market has been growing at an annual rate of 15% for the past several years. In order to meet this demand, companies throughout the world are seeking kosher certification in order to expand their existing market and enhance sales strategies. Many of these companies are enjoying the marketing privileges Kosher certification offers. Kosher certification can open new marketing avenues never before accessed.

"At first I thought that kosher meant food for Jewish people. Now I realize that people equate kosher with quality."

-Alice Mok, Marketing Director of Twin Marquis Trading Corporation of New York. TMI became kosher when many of their New York customers began asking them whether they had kosher certification.

### **According to data compiled in the year 2003 by Integrated Marketing Communications, Inc.:**

- Consumers may choose from **75,000** different kosher food products.
- Nearly **10,000** companies produce products for the kosher market.
- Approximately, **3,000** new products are introduced into the kosher market annually.
- Consumers spend approximately **\$165 billion** on kosher products, as compared to \$250 million almost 25 years ago.
- According to John McMillan, a food analyst at Prudential Bache Securities, the "kosher seal" "is equivalent to what the Good Housekeeping Seal meant in the 1950's."

- The Wall Street Journal quoted consultant Stephen Hall who said that health conscious folks see “benefits in the quality control and lack of additives” in kosher foods.

The kosher market abounds with opportunities for the food industry. BCK urges you to explore how products bearing the kosher symbol can be a part of your sales and marketing strategy. Request an application and take advantage of our no-obligation feasibility study which is offered free of charge. The staff at BCK welcome the opportunity to serve you.

### **The Mark of Quality Assurance**

The kosher symbol on a label, represents more than a product that conforms to religious standards. It is viewed as a mark of quality and an added safeguard, tantamount to the famous "Good Housekeeping Seal of Approval." In fact, according to a 2001 Integrated Marketing Communications survey, consumers who believe kosher is better comprise 25% of the market. Without any of the dietary concerns mentioned above, they nevertheless look for a kosher symbol as additional reassurance when buying food.

Gone are the days when food was purchased indiscriminately, merely on the basis of taste or eye appeal. Consumers examine the ingredient panel of products, as well as the nutritional information prominently displayed on the label. They are extremely concerned about the food they eat, questioning manufacturing procedures, as well as the choice of ingredients used. The kosher symbol, with the monitoring and care it represents, ensures the highest quality standards to the largest and most diverse consumer audience.

### **Who Buys Kosher?**

Millions of people throughout the world limit their food consumption, and seek out the kosher symbol to insure that their preferences are being addressed. According to market studies, the appeal of kosher foods transcends the interest of any one specific ethnic group. Consumers of kosher foods include **Jews, Muslims** and members of

**other religious denominations, vegetarians**, those with **lactose intolerance**, and those who believe that **“kosher is better.”**

### **The Jewish Market**

Jewish consumers comprise of approximately 45% of the kosher market. Integrated Marketing Communications reports that approximately **2.5 million** Jews consume kosher food products.

### **The Islamic Community**

Millions of Muslims throughout the world follow a dietary regimen similar to the kosher code. Since they recognize that food products bearing a kosher symbol conform to the requirements of "Halal," foods certified as kosher have a broad appeal to Muslims. The countless inquiries from the Islamic community attest to the attention given to the Kosher symbol on packaging of a broad variety of products. In fact, kosher certified products have penetrated this community, to the point that currently Muslims constitute approximately 20% of the "kosher" market.

### **Other Religious Denominations**

Seventh Day Adventists and other Christian sects have dietary restrictions similar to Judaism. Pork, for example, is not permitted to Seventh Day Adventists. A kosher symbol on food products guarantees that their dietary concerns have been met, and that the food is permissible for their use.

### **Lactose Intolerant**

Lactose intolerance afflicts millions of people. Moreover, people with allergies to dairy products may have a life threatening reaction to the most minute consumption of milk derived ingredients. Kosher law requires complete segregation between meat and milk. Thus, products containing a dairy ingredient must bear the kosher symbol with a dairy designation. The absence of the dairy designation, or the use of the “Pareve” designation (a Hebrew word meaning “neutral”), ensures that the product is free of any dairy presence. Lactose intolerant consumers, as well as those allergic to milk, search for the kosher symbol because it is their warranty that the product has never come into contact with any dairy derivative.

**Vegetarians**

Vegetarians, due to a variety of considerations, exclude meat, poultry and fish from their diet. The BCK symbol, or the BCK symbol in conjunction with the “Pareve” designation, guarantees that the product contains no meat, dairy, or poultry derivative and therefore is suitable for vegetarian use.

Most Americans eat some kosher food every day, but chances are they're not aware of it. Take a walk down the aisles of any supermarket and you will see that certification appears on over 50% of North America's produced foods, from the coveted Oreo to the thirst-quenching Coca-Cola. Over \$150 billion of kosher certified products are consumed annually, and spending continues to rise dramatically.

The Kosher symbol has become an increasingly important marketing device which generates additional revenues by expanding the size of the market. Supermarkets favour brands with certification because it gives the product a competitive edge that makes it sell faster. That also means that certification can lead to an increase in a company's private label business.

There is clear evidence that a kosher symbol boosts market share, that a kosher product can win more favourable shelf space, and that positioned next to a competing non-kosher brand, a kosher product will do better by 20%. This data has remained constant even in the smaller cities, far from heavier concentrations of kosher Jews. (Source: Integrated Marketing Communications.)

Going kosher is an investment your company makes in order to increase market reach and share. We are ready to support you in any way we can in achieving your goals.

Most importantly, be sure that all your certified products, whether retail or industrial, feature the logo prominently on the label or packaging, as well as in your advertising. This will not only help your sales, but will also make your products easily identifiable as kosher by food industry personnel, kosher inspectors, and consumers throughout the world.

# Who buys Kosher?

