

# behind the **U** *union* symbol

A PUBLICATION FOR **U** CERTIFIED COMPANIES

Reaching 4,000 Food Executives & Over 2,500 Companies Worldwide

SUMMER 2001

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## ▶ Spotlight on **OU** Companies

# A Very Trusting Relationship

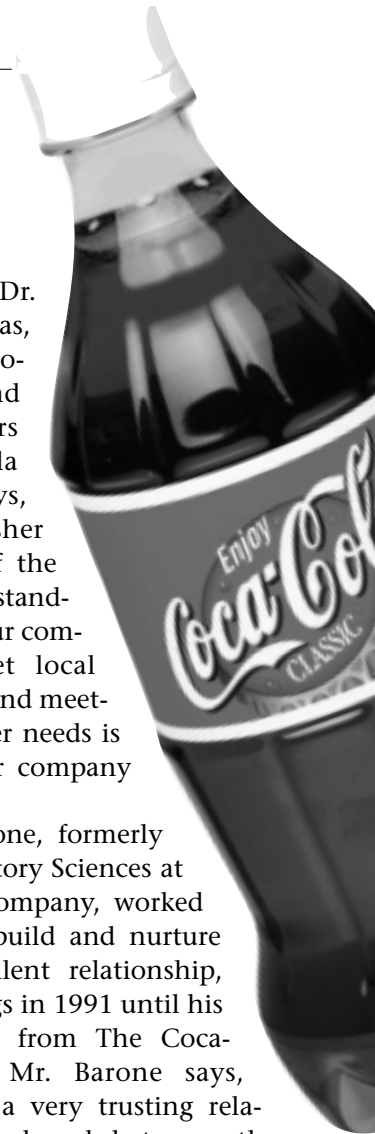
**S**INCE 1886, when Atlanta, Georgia pharmacist John Stith Pemberton introduced his new caramel-colored product to a relatively small group of customers at Jacobs' Pharmacy—then Atlanta's largest drugstore—Coca-Cola has quenched the thirsts and captured the imaginations of millions of consumers around the world. From its humble beginnings as a local fountain drink, The Coca-Cola Company has grown into the world's largest beverage company and the leading producer and marketer of soft drinks. Today's Coca-Cola Company is represented in nearly 200 countries, and markets an extensive and varied line of beverage products.

For many years, Coca-Cola was the sole product of The Coca-Cola Company. It was not until 1960 that the Fanta line of flavors was introduced to complement the Coca-Cola brand. Fanta was joined by Sprite in 1961, then by Tab in 1963. Since then, many products have joined the ranks, including diet Coke, Cherry Coke, Barq's Root Beer, POWERaDE and Fruitopia. The line-up now includes more than 300 brands worldwide. The products of The Coca-Cola Company today span a broad spectrum, from fruit-flavored drinks to coffee, from frozen carbonated beverages to water.

The Coca-Cola Company is proud of its relationship with the OU and is committed to serving the needs of U.S. Jewish consumers, as well as other consumers who seek kosher foods for dietary or

other reasons. Dr. Michael Carakostas, director of Corporate Scientific and Regulatory Affairs at The Coca-Cola Company, says, "Providing kosher product is one of the best and longest standing examples of our commitment to meet local consumer needs, and meeting local consumer needs is what growing our company is all about."

Mr. John Barone, formerly director of Regulatory Sciences at The Coca-Cola Company, worked with the OU to build and nurture the current excellent relationship, from its beginnings in 1991 until his recent retirement from The Coca-Cola Company. Mr. Barone says, "Over the years, a very trusting relationship has developed between the company and the OU." At the outset, the company was looking for a widely accepted certification symbol to be associated with its beverage bases. Mr. Barone worked with the late Rabbi Moshe Bernstein and other rabbis at the OU to develop mutually acceptable rules and procedures that would assure adherence to Jewish dietary laws while respecting the interests and concerns of both the



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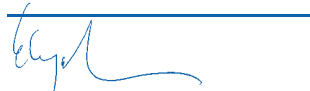
**There is No Substitute for Communication**

IN OUR CONTINUING EFFORTS TO REACH out and communicate the OU's standards and policies with our ever-growing cadre of certified companies, an all-day seminar for the Flavor and Seasoning industries took place recently at the Orthodox Union headquarters in New York City. Coordinated by Rabbis Yoel Schonfeld and Michael Morris, the seminar's purpose was to "offer the unique opportunity to help resolve the sometimes conflicting needs of plant production vs. kosher concerns." In other words, more effective communication. The response to this, as to the previously held seminars for the baking and the snack industries, was gratifying. Among the many companies represented at the seminar, which was jointly staffed by the OU professional staff and companies' personnel, were: Allen Flavors, Bedoukian Research Inc., Bell Flavors and Fragrances, F.I.S. Inc., Firmenich of Canada Ltd., Firmenich Inc., Haarmann & Reimer, Henry H. Ottens Mfg. Co. Libenn Aroma Inc. McCormick & Co. McCormick Flavor Group, Northeastern Products Co. NU Products Seasoning Co., Ramsey/SIAS, Sensient Flavors Inc. and Wild Flavors.

Sessions at the seminar, which included a tour of the many departments serving OU certified companies, focused on "Putting Technology to Work," at which time Ms. Cheryl Goldsmith of McCormick & Co. Flavor Division served as consultant and proposed that as the OU continues to advance technologically, it become the "central repository of all kosher letters of certification, to enable all companies to know which products are certified, thereby also 'saving the trees.'" An insightful discussion on "Red Flag Ingredients and Technical Research" was led by Rabbi Abraham Juravel, Technical Director, Ingredient Approval Registry. The keynote session, "Flavor Companies Certification Challenges 101" was chaired by Rabbi Elimelech Lebowitz, rabbinic coordinator of many OU certified seasoning companies, and was addressed by Rabbi Nosson Neuberger, rabbinic coordinator to many OU certified flavor companies and by Mr. Izzy Heller, of Bedoukian Research Inc., who lauded the positive impact the OU certification has had at Bedoukian, enabling the company to certify as well as source materials worldwide. Among the other OU professionals involved in the day's successful programming were: Rabbi Moshe Elefant, Raymond Morrison, Israel Rotherberg, Dov Schreier, Abraham Stone, Moshe Zywica, Mr. David Silberberg, Ms. Anna Fulda, Ms. Aliza Kuznicki and Ms. Jackie Ferrell.

Judging from the participants' feedback and responses, the OU's ever-increasing awareness of the need for more effective communication is indeed acknowledged by our companies. A senior company official commended the OU for the "continuing series of educational seminars, *The Kosher Video*, now available in Spanish, so everyone understands what we're trying to do and the enlightening *Behind the Union Symbol* eagerly awaited by our senior personnel." This speaks to our guiding principle that, "There is no substitute for communication."

The OU's Kashrut Division is on the cutting edge of technology. Our staff is up on the latest developments in chemistry, bioengineering and all related disciplines that touch on food production. To complement this, we've given *Behind the Union Symbol* a more cutting edge look. We hope you like it and, more important, find it easier to read. We welcome your feedback.



Keep in touch!  
**Rabbi Eliyahu Safran**  
 Editor/Senior Rabbinic Coordinator



Pictured (left to right): Rabbi Elimelech Lebowitz; Rabbi Nosson Neuberger, rabbinic coordinator for many OU certified flavor companies; and Mr. Izzy Heller of Bedoukian Research Inc., addressing the Flavor Seminar held recently at the OU's headquarters in New York.

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# CHINA

## THE SLEEPING GIANT AWAKENS


by Rabbi Aharon Steinberg

around the field. Corn is very important to the farmers in rural China. The dried stalks are piled up into pyramid shapes and deposited near the farmhouses in the village. The dried cornstalks are used for both heating and cooking. I have never seen anything so efficient; there is no waste.

I spend about three to four hours at the factory doing a routine inspection. Then I either return to the hotel for some rest, or go straight to the airport to catch a flight to the next city for the next inspection. No time for sightseeing yet. I wonder where the Mao-type clothing we think of when we think of modern day China is? Almost everyone is wearing designer jeans and imprinted t-shirts. Those who aren't are wearing fashionable business suits. Everyone carries a cell phone. And there is no idleness here. Even when waiting for a bus you see people doing Tai Chi exercises in unison.

After a two-hour car trip, I arrive at the next plant for an initial inspection, so I have to start at the beginning. The Chinese company or plant management does not really have a clue as to why I am there, other than the fact that their potential or actual customer has requested OU kosher certification.

Without it, their product is not acceptable. When I arrive, they ask, why? And they ask, what? This is followed by, when? Simple questions require simple answers if this initial inspection is ever going to get underway. The questions are WHY is kosher necessary for the customer? WHAT is kosher? WHEN does something become kosher? This now becomes the RFR's pulpit.

Let's begin with why. The world has become much more health conscious. This requires greater supervision over what is consumed. When looking for integrity, the world market quickly recognized that kosher supervision is the key. The  symbol is tantamount to having the "Good Housekeeping Seal of Approval" on prepared foods and edible chemicals. Why is easy.

Next I have to define the terms. I tell them that in Hebrew—the language of the Jewish people—the word *kosher* means fit or proper. For an easier understanding, especially for the Chinese Buddhist culture, kosher takes on an interesting meaning, Keep Our Soul Healthy Eat Right. This the staff can understand. Kosher has nothing to do with the physical. If I eat their lunch, nothing physical would happen to me. I explain that I can only eat food prepared in a kosher

**T**raveling as a *mashgiach* (rabbinic field representative), I am absolutely fascinated by China. I have traveled around the globe, yet nothing compares to the vast beauty of China. It is hard to understand the life of a traveling *mashgiach*. I leave from any of the New York airports and twenty-six hours later I will finally arrive in either Beijing, Shanghai or Guangzhou. And then I have to travel by car another two to four hours to the city nearest the plant I will visit.

On the way to the factory for inspection, I pass field after field of many varieties of vegetables and flowers. Corn separates the fields that belong to different families, all of whom live in one village. The corn makes a beautiful fence

“ORTHODOX UNION” in Chinese characters

正統的聯合

kitchen with kosher ingredients, or which has been prepared by the Architect of the Universe (fruits and vegetables that only need to be peeled).

The term Architect of the Universe is new to them. I disseminate only logic, because modern Chinese only deal in logic, or so I have learned. I begin by explaining that 3,500 years ago, a great man (Moses) told his people to eat only specific animals, fish and birds. I list the animals to make my case. Moses said to eat only animals that have split hooves and ruminant (chew their cud). Moses said that there are only ten animals that have both those features: Cows, goats, sheep, deer, bison, gazelle, antelope, ibex, addax and giraffe. Moses said there are two animals that do not have split hooves, but do ruminant—the camel and the hare. He also said that there is only one animal that does have a split hoof but swallows its food whole—the pig. In 3,500



*“I stood on the top of the Great Wall and I could feel the power of its position.”*

years, the world has discovered many new species. Yet in all this time man has never found another animal with both features. How did Moses know this 3,500 years ago? Either he traveled the entire planet from the North to South Poles, and everywhere in between to document his findings, or he was taking dictation. Just follow the logic.

Now that my Chinese friends, with a new respect reflected in their eyes and manner, are ready to ask many more questions, I simply say, “after the inspection.” They have the why and the what. When comes after the inspection. No need to bore you with the details of going through an initial inspection, but suffice it to say the level of cooperation is perfect. After completing my work, the Chinese hospitality kicks in. They want to

wine and dine me. Perfect. Now is my opportunity to answer the when. I tell them that I do not mind accompanying them, but I will have to eat the food I have brought with me. Or perhaps some fruit just as the Creator prepared it. They have to learn that the factory I just inspected is nothing more than a kitchen. And the main course served from the kitchen is citric acid. I have just certified that all the cooking pots, utensils and ingredients pass kosher standards acceptable to the OU. Now they understand that I cannot eat from a kitchen that does not meet the same standards applied to their factory. It’s unbelievable how quickly they get it, understand it, and respect it.

There are six hours before my flight to Xian and a routine inspection of deodorized distillate. The management in Changchun wants to show me the palace of the last emperor of the Qing Dynasty. After the revolution and the establishment of the Republic of China by Dr. Sun Yat Sen, the Japanese whisked the emperor away to this city, which was the capital of Manchuria, the northern province held by the Japanese. The Japanese set up a puppet empire run by a puppet emperor. The palace is beautiful and kept in excellent repair as a museum.

Once in Xian, I am greeted by C.A.S.T with an English-speaking escort and interpreter. C.A.S.T is the Chinese Association of Science and Technology that has offices in every major city in China. Its function is to educate and encourage foreign interest in China in order to promote business. I have befriended these C.A.S.T. members through my years of OU work in China. It is a two-hour ride to the factory, through magnificent countryside. The hills are all terraced; the highway is manicured on both sides and

**Among the companies in China certified by the Orthodox Union are:**

- ① China BBKA Biochemical Group Corp.
- ① Cognis Nutrition & Health
- ① Hartog Foods Inc.
- ① Howenia Enterprise Co.Ltd.
- ① Lonzagroup Ltd.
- ① Ningxia Ningxiner Biological Engineering Co. Ltd.
- ① Qingdao Baofeng Co. Ltd.
- ① Roche Vitamins Inc.
- ① Shanghai McCormick Food Co. Ltd.
- ① Shiazhuang Pharma. Group
- ① Tomen America
- ① Weisheng Pharmaceutical Co. Ltd.
- ① Xiamen Yongquan Group Co. Ltd.
- ① Zhejiang Linan Shengang Cable Chemical

down the middle. The factory is right in the middle of an agricultural community. It's hard to believe the changes that have taken place in the last seven years. When I first started working in China, everything I saw was 1950's Russian technology. Today I am in the middle of nowhere at a facility that is ISO9002, GMP.

On entering the conference room, I am greeted by the senior staff. The conference table is laden with bananas, grapes and oranges. Apparently they remember the lessons learned from their initial inspection. Lots of green tea in disposable cups. The Chinese drink an average of ten cups of green tea daily. After verifying both the Schedules A & B, I proceed to tour the entire plant. On this visit, I planned to stay overnight in Xian and fly to Shanghai on Friday morning. I try not to fly on Friday for fear of getting stuck somewhere for the Sabbath, like in an airport, which happened once in Taipei during a typhoon. But this time I wanted to be in the ancient city of Xian.

Xian is a walled city with a moat surrounding it. It is the very beginning of the Silk Road, where caravans left with the treasures of Cathay only to return with the spices of the Middle East. There is a phenomenal monument to those caravans, with life-sized handlers and animals. My driver from C.A.S.T. took me to see the Terra Cotta Soldiers—the eighth wonder of the world—just a few short kilometers from Xian. A peasant farmer trying to dig a well discovered the soldiers. The Ministry of Ancient Relics has unearthed the life-sized statues. So far, more than 4,000 have been discovered—generals, captains, lieutenants, horsemen and infantrymen. All in full uniform and in parade formation guarding the tomb of the emperor. I understand why it is one of the wonders of the world.

It is a four-hour car ride from Shanghai to Wuxi. I can't wait to watch how *aspergillus niger* on an agar slant fed with benign nutrients is turned into alpha amylase. I spend four hours in the factory and another four hours returning to Shanghai to catch an early flight to Qingdao. But Qingdao is a whole other story, coupled with German beer making. Qingdao is the site of the

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## Behind the Bamboo Curtain

**C**HINA HAS ALWAYS BEEN A LAND OF MYSTERY for Westerners—a far away and exotic place. However, it has also beckoned as a place offering untold potential. In the global economy, China, with its inexpensive, yet highly trained and motivated workforce, has become the awakening giant. In China, one sees the future. Businesses from all over the world are either already there, or are working to be there.

I went to China both to review operations there, and as an OU representative to the FI Asia China food show in Shanghai. The OU has been working in China for many years—primarily at the request of our established clients who source a variety of goods there—mainly raw materials. Recently, there has been an increased interest in kosher, much of it from within China.

The sheer volume of traffic at the show amazed me, as did the keen interest in kosher certification. The Chinese are realizing that one of the keys to successful marketing in the West is kosher approval. On more than one occasion, a company representative approached us proffering his business card, and requesting information.

I was also pleased to see how many of our established companies had representatives there looking for opportunities. Many were planning to integrate kosher into their China plans, and useful discussions were held. Some representatives, however, were unaware of the OU's relationship with other divisions of their companies. Others had not yet thought about integrating kosher into their operations—something that is best done early in the planning phases. If ingredients must be sourced, productions planned and plants visited, then advanced planning is critical. We are here to help you design operations in the most kosher friendly manner. This is especially critical in a country like China where rabbis are not locally available, and where communications and travel can be difficult. In Chicago, we can get someone to a plant at almost any time. In Chanchung, more advanced planning is needed.

Kosher certification, like production and other operations, should be handled through an integrated approach. Otherwise, it will become inefficient and, at times, difficulties may arise. For example, the kosher standards that one division works under may not meet the OU standards of another. When the question is asked if the OU can help in China—or in any other part of the world for that matter—the answer is an emphatic yes. We send representatives to 68 countries around the globe, and we are prepared to go wherever you may need us.

### ***Rabbi Aharon Brun-Kestler***

*is a rabbinic coordinator in the  
New Companies Department.*



# The Art of Kosher Chocolate

by Rabbi Zushe Yosef Blech

**F**EW FOODS FAN THE GASTRONOMIC passions as does chocolate. Lauded by the Aztec and Inca for thousands of years, chocolate was enjoyed by Hernando Cortez in the court of Montezuma, brought to Europe by the Spaniards and improved upon by the intrepid Dutch. Processes and ingredients have increased over the centuries, and new applications—and new kosher issues—for this unique food present themselves to the industry on a constant basis.

The process of chocolate making begins with the harvesting, fermenting and roasting of the bean of the cacao tree. The “meats” inside the bean are broken into small pieces called nibs and

“Gross International of London, England, has worked successfully with Alprose Chocolate of Lugano, Switzerland, to indeed perfect a kosherization procedure for the production of fine Swiss chocolate under the exacting kosher requirements of the OU. The success of this project has brought fine Swiss chocolate that meets the highest standards to the kosher market, and has ensured its broad acceptance.”

then ground to yield a viscous liquid called chocolate liquor. The Aztecs mixed this liquor with hot water to create a much prized, if bitter, beverage—hence the term chocolate from the Mexican Indian *choco* (foam) and *atl* (water). When Cortez introduced the beverage to Europe, his market surveys indicated that Europeans preferred a sweeter beverage, and by 1580, hot chocolate flavored with sugar and vanilla was common in Spain. Interestingly, it is claimed that Jewish traders brought the drink to France, from where its use spread throughout Europe.

Eating chocolate is a relatively recent innovation, first appearing in 1845. Chocolate liquor, also known as chocolate mass, is too intense to be eaten by itself. However, in 1825, Conrad Van Houten developed a press that could separate cocoa butter from chocolate liquor yielding cocoa butter and cocoa powder, or cocoa. Cocoa butter, while contributing little flavor, is important because it melts at and below body temperature, giving chocolate that “melt in your mouth” sensation. If additional cocoa butter, as well as sugar, is added to chocolate liquor, a new confection called eating chocolate could be produced.

The U.S. “Standard of Identity” for “chocolate” allows for cocoa, cocoa butter, sugar, lecithin and vanillin. Small amounts of other emulsifiers are also permitted. Milk chocolate also contains whole milk solids. If another type of fat is used in place of or in addition to cocoa butter, the product may be called compound chocolate, but never plain chocolate. These fats blends are known as CBS (cocoa butter substitute), CBR (cocoa butter replacer) and CBE (cocoa butter extender). They are based upon coconut, palm and palm kernel oils, and may be used in conjunction with or totally replace cocoa butter, depending on the type used. Many chocolate coatings use these alternative fat blends, since such blends are typically less expensive than cocoa butter and allow the manufacturer to adjust the melting temperature and other characteristics of its product. Pure chocolate does not do well in the summer!

The definition of chocolate in various European countries, on the other hand, is quite a bit broader. Fats other than cocoa butter may be used in European chocolates. Indeed, the Belgians are fond of using (non-kosher) animal fat in their chocolate because of the softer texture it imparts.

While it is now clear that “chocolate” can contain obviously non-kosher material, many other kosher problems can lurk beneath the surface. For example, lecithin (a soy derivative) would seem

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# ► Kosher Wine Advances

by Rabbi Nachum Rabinowitz

## L'Chaim

("to life") is the traditional Jewish toast over a glass of wine. In recent years that toast is being repeated over increasingly sophisticated beverages. With growing frequency, kosher wines are winning prominent awards by major wine institutes.

### WINE GLADDENS THE HEART

Since Noah's post-flood merriment (recorded in Genesis), grape wine has been associated with important joyous events throughout the history of civilization. Indeed, wine plays an essential role in festive sacraments of the Jewish religion. Alternatively, wine's uncontrolled intake has resulted in some of the more destructive tendencies in mankind. Jewish thought views the wonders and the pleasures of our world as God's gifts for our enjoyment, providing that our indulgence in them is carefully monitored.

Ancient pagan ritual involved libations of wine. Judaism, as the world's first monotheistic religion, therefore restricted the intake of wine and its raw material (grape juice) to products that had been carefully controlled by observant Jews. Though pagan rituals have been relegated to the history books, the Jewish law of monitoring kosher wine endures.

### IS GRAPE JUICE REALLY SACRAMENTAL?

Grapes generally pose few concerns to the kosher devotee. That is, the grapes themselves in their pre-pressed, pre-fermentation potential stage. Extract some juice from the grape—and you've entered into a uniquely sensitive kosher precinct. Kosher law requires that the juice from this juncture be handled exclusively by Sabbath observers (according to Jewish tradition). That restriction remains until the wine (or juice) is cooked. This allowance exists because cooked wine was unacceptable for those early pagan sacraments. Today this is accomplished in modern flash pasteurizers with negligible affect to the wine's excellence.

"Why grapes?" you may ask. "Many alcoholic beverages are derived from non-grape resources." Note, however, that the naturally occurring yeast in grape juice renders it uniquely eligible for fermentation into alcohol. Hence, the special regard for grape wine universally, and in kosher law.

### KOSHER WINE IN AMERICA

Early Jewish immigrants to the eastern seaboard of the United States looked for regional, and therefore easily supervised grapes for their wine needs. To counter the highly acidic nature of New York State Concord grape, sugar was added, sometimes rather generously. Kosher wine came to be described as available in three varieties: sweet, sweeter and syrup.

Kosher wines have come a long way from those humble beginnings. Today, kosher wine is produced on five continents. To be sure, Malaga Extra Heavy is still a popular variety. But it may share kosher shelf space with grand *vins* and special reserves from around the globe.

The largest kosher wine manufacturer and distributor is the Royal Wine Corporation of New York. In addition to their own wineries in New York and California, Royal imports wine made exclusively for them under OU supervision from Australia, France, Israel and Italy. Israel's oldest and largest winemaker is Carmel. Other well-known OU kosher wine brands include Abarbanel (France), Embassy (U.S., France, Israel, Italy, Hungary) and Manischewitz (U.S.). Two premium California wineries of note are: Gan Eden (Sonoma) and

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annual international beer festival every August. Coincidentally, this is right in the middle of the Shandong Province garlic season. At Key Food Ingredients' Qingdao facility I have sealed up my personal wok and all utensils. When it comes time for lunch, I turn on the fire in the factory kitchen and watch the chef prepare a variety of dishes in my wok, completely vegetarian. The management joins me in a kosher lunch.

Throughout China one may see a multitude of colors—with the exception of yellow. Yellow is reserved exclusively for imperial royalty. If you observe the Forbidden City (just across from Tienemen Square), you notice that all the roofs of the buildings and temples are yellow. The Forbidden City consists of 9,999 rooms. The number 9 is a mystical complete energy number to the Chinese. Any building with a yellow roof has some historical significance to the emperors of China.

The Great Wall of China is one of the original Seven Wonders of the World and is the only man-made artifact

that is visible from outer space. I stood on the top of the Great Wall and I could feel the power of its position. Whole battalions of soldiers were capable of marching 20 abreast along the top of the Wall. Horses, carriages and cannons went with them. Every 1,000 yards along the way are signal towers. The view is spectacular.

It seems that every major player in the food and edible chemical market is joint venturing or doing business in China. I am proud to represent the Orthodox Union in China and that our presence is known and respected throughout this amazing land. **U**

**Rabbi Aharon Steinberg**

*is the rabbinic field representative for the Far East.*

**For applications to certify  
NEW COMPANIES or ADDITIONAL PLANTS,  
call Cive Birnbaum at the  
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It's important to keep the **line of communication** open between YOU and your RABBINIC COORDINATOR.

Below are the e-mail addresses and phone extensions for our RCs. The address consists of the user name and "@ou.org" (e.g. safrane@ou.org). Please don't hesitate to call your RC whenever you need anything by dialing 212.613.8 plus the 3-digit extension listed below, or by sending an e-mail.

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BirnhackP	207	Pinchas Birnhack
CohenD	222	David Cohen
ColemanM	271	Michoel Coleman
CywiakB	298	Baruch Cywiak
ElefantM	211	Moshe Elefant
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## Putting the **KOSHER** in Kookie

By Kevin Murphy

The Biscuit Division of Nabisco obtained kosher certification for many of its cookie and cracker products in 1997. Among these products are nationally known brands such as OREO, Chips Ahoy!, Ritz, Triscuit, Newtons, Nilla and Nutter Butter. The benefits that drove such a large undertaking included the following:

- ▶ Exposure to new market segments;
- ▶ An added indication of quality;
- ▶ Equity with competitors who were already kosher;
- ▶ Growing demand for certification, especially from commercial customers.

The first key step in this process, in 1991, was the elimination of lard as an ingredient. This change was made both to pave the way for kosher certification and in response to public health concerns over animal based fats. In 1996, the pursuit of kosher certification gained the full support of Nabisco management and the project commenced. Officials from the OU and Nabisco met and mapped out a strategy for certifying as many products as possible.

Once the process was defined, it became clear just how massive the project was. It took approximately one year to complete and involved contributions from no fewer than 75 Nabisco and OU personnel around the country. Every ingredient used in any Nabisco bakery was reviewed and approved by the OU's ingredient department. A team of two experts from the OU traveled to 11 bakery sites to review product formulas, processing methods and equipment. This team spent a full two weeks traveling from bakery to bakery until the job was complete. As a result of these visits, Nabisco was able to clearly set up the steps necessary to kosherize most of its cookie and cracker production lines.

Because of some non-kosher ingredients, not all Nabisco products could be made kosher. It was therefore imperative to create and execute an effective seg-

regation system. This system assures that kosher ingredients, products and processes are kept separate from those that are not. Nabisco's segregation system has become the standard for the kosher food industry. It is based on four main elements:

- ▶ Tight Product Formula Control—assures only approved ingredients are used;
- ▶ A Documented Kosher Procedure—sets out responsibilities for each department relating to the handling of kosher ingredients, products and processes. Defines who does what and when;
- ▶ A Kosher Segregation Record—documents which lines and pieces of equipment are kosher at each site;
- ▶ Specific Employee Training Requirements—assures that all employees understand and follow all requirements to maintain kosher production.

In support of these elements, there were pre-existing production practices—including dedicated production lines and equipment color codes—that helped to segregate production and support equipment.

Careful planning and the expertise provided by the OU led to successful "kosherization" of the equipment at each of the bakeries across

the country. The actual kosherization of ovens and other equipment only took one weekend at each site.

A formal signing ceremony to execute the certification contract capped the project in October 1997.

Once Nabisco's kosher products were rolled out, the company's close relationship with the OU did not end. A local OU representative visits each of the Nabisco bakeries at least once a month to assure all systems are functioning properly. Day to day communication continues in support of new product introductions or changes in ingredient supply. Frequent communication at both the plant and corporate level proved to be the key to a very productive relationship between the OU and Nabisco. **U**

### **Kevin Murphy**

*is the senior quality manager, Nabisco Biscuit and Snacking Division, Kraft Foods NA*



OREO COOKIE ILLUSTRATION FROM AD CAMPAIGN BY THE JOSEPH JACOBS ORGANIZATION



**CHOCOLATE** CONTINUED FROM PAGE 6

harmless — were it not for the fact it may contain animal-based fatty acids. Whey, which also requires reliable kosher certification (see *Behind the Union Symbol*, Winter 2001), is often used in European chocolate as a replacement for non-fat dry milk. Various types of fat-based emulsifiers can be used in chocolate and compound chocolate, and even butter oil can pose a kosher concern. These ingredient concerns relate to chocolate itself, to say nothing of chocolate coated products that may contain any number of questionable ingredients. Even if a chocolate contains no questionable ingredients in and of itself, it may still be processed on equipment that is used for non-kosher products.

The art of chocolate making involves manipulating the crystal structure of the cocoa, fat and sugar to provide a smooth melt in the mouth. The first step, refining, is where fat, cocoa and sugar are milled to a very fine particle size. The mixture is then subjected to a process called conching, considered by chocolatiers to be the true art of the process of making chocolate. Conching involves kneading the chocolate mixture with additional cocoa butter for 24 to 96 hours at over 150°F to get that final smoothness and creaminess and remove any residual moisture. (The term *conch* is derived from the Latin *concha*, meaning seashell. The original conch used to process chocolate consisted of a flat granite bed upon which heavy granite rollers attached to steel arms rolled back and forth over the chocolate. These old longitudinal conches looked like shells, hence the name.) Most

modern conches vary in construction and use steel rollers, but the essential process of imparting smoothness to the product remains the same.

The final step in the manufacture of chocolate is tempering. As liquid chocolate cools and solidifies, the cocoa butter forms crystals. To temper chocolate, it is heated and cooled under controlled conditions so that a fine, even-grained texture is developed. Typically, chocolate at this stage is not heated above 115°F. Careful tempering also reduces the tendency of chocolate to bloom. Bloom is the fuzzy white haze that forms on the surface of chocolate as cocoa butter melts and re-crystallizes. Lecithin, a natural emulsifier derived from soybeans, is added to chocolate to reduce this problem, which can appear on chocolate that has been stored or refrigerated for long periods of time.

One of the peculiarities of chocolate is that water interferes with the crystallization of the cocoa butter. During its processing, the fine particles of chocolate are aligned in a tight matrix with fat. If water is incorporated into chocolate, it will become a hard, brittle mass. Although the taste of chocolate could be improved by mixing it with milk, liquid milk is over 90 percent water and incorporating it into chocolate poses a serious challenge. The thrifty Swiss, in particular, were keen on finding a way to incorporate milk into chocolate as a means of using their surplus milk and, in 1875, a Swiss manufacturer named Daniel Peters discovered the key to a successful milk chocolate process. By using milk powder, he was able to produce a coarse, dry milk chocolate bar. By 1897, however, Mr. Peters had perfected a process using condensed milk to produce an intermediate product called milk crumb. Milk crumb is

produced by cooking chocolate liquor with sweetened condensed milk, drying this mixture into a powder and subsequently blending it with cocoa butter to produce chocolate. Today, most chocolate candy bars in the United States use the milk crumb process, while industrial manufacturers generally use powdered milk.

Chocolate—and products that contain chocolate such as chocolate-coated cookies, pretzels and nuts—are big business, especially in the kosher market. Both dairy and pareve (non-dairy) chocolate may be used, although pareve products have a special niche in that they afford the broadest market appeal. Pareve chocolate production, however, poses special kosher concerns. Most non-dairy chocolate production takes place on equipment that is also used for the production of dairy chocolate, a situation that requires the kosherization of that equipment for pareve productions. In order to ensure the highest level of kosher, the OU requires that the kosherization of all pieces of equipment that handle product at above 115°F be kosherized with either boiling water or by heating them with a torch to a temperature of at least 450°F. This poses special challenges for the industry, since water is detrimental to chocolate production. However, some companies have managed to overcome this hurdle. For example, Gross International of London, England, has worked successfully with Alprose Chocolate of Lugano, Switzerland, to indeed perfect a kosherization procedure for the production of fine Swiss chocolate under the exacting kosher requirements of the OU. The success of this project has brought fine Swiss chocolate that meets the highest standards to the kosher market, and has ensured its broad acceptance.

CONTINUED ON PAGE 13

**Industry Issues takes an inside look at some of the kosher issues and concerns involved in different markets. Here, a look at the snack industry.**

*by Rabbi Chananel Herbsman*



**I**N DAYS OF OLD, people generally ate their regular (set) meals with little snacking in between; however, today the situation is entirely different. In our fast paced society where people sometimes eat on the go, regular meals are often the exception rather than the rule, and a snack can be a crucial part of one's daily diet. Along with the need for a quick snack, millions of consumers have another dietary consideration, namely, that the product be kosher. Thus, there is a large demand for kosher certified snack products.

The foundation of every kosher program is to make sure that all raw materials entering the facility are listed on the Schedule A. In the Snack Industry there are several stipulations often found on the Schedule A of which plant personnel and/or the kosher coordinator needs to be cognizant. Many products require topical seasonings produced in spice and flavor houses. It is common for many of these items to require a special stamp or signature on the container. In other circumstances, a lot-specific letter may be required for each shipment and should be maintained at the plant. By verifying that these stipulations are met when the item arrives at the facility, it helps prevent serious problems that could affect the kosher status of a product and/or the line later on.

Compatible ingredients are another concern typical of the snack industry. These are ingredi-

ents that can easily be substituted for one another, or run in succession without a concern for "flavor contamination." Many facilities carry a variety of seasonings such as barbecue or sour cream. All of them must be kosher even if the finished product will not have the OU emblem on the packaging. Thus, it is crucial that all seasonings be approved on the Schedule A.

Nearly all snack facilities receive bulk shipments of oil. Shipping records for these tankers must be

## SNACK\*ATTACK!

maintained and available for the RFR to review. In certain instances, there may be seals from the truck that must be maintained as well. This would be indicated on the Schedule A.

The area that creates the biggest challenge for plant personnel and the kosher program arises in facilities that produce pareve, dairy and sometimes non-kosher products on the same line. This is generally encountered when topical seasonings are applied prior to packaging to a "cold product." OU guidelines require that the production sequence be pareve, dairy and non-kosher (where applicable) followed by a thorough clean out of the seasoning tumbler and packaging. This type of clean out entails the removal of all residue from the pre-

vious product when switching from dairy to pareve or non-kosher to kosher. Clearly, if a company were to switch from dairy to pareve in the middle of the day it could involve a significant amount of down time to perform the necessary cleaning. Excessive down time in turn creates a conflict of interest between the kosher program and the need to get more product out. It is for this reason that we require a specific order for production. In busy facilities that operate around the clock, this becomes a greater challenge, and the kosher coordinator will need to work closely with the RC and RFR to monitor the sanitation and production order. In all situations, the production records should be available to the RFR to see that the proper sequence is maintained.

In many situations it is not possible for the OU to allow pareve and dairy products on one line. A typical example of this is "pretzels." If a company runs a cheese pretzel through the oven, we would have to certify all of the pretzel products as OUD. The kosher coordinator should inform the R&D group and sales teams of this issue before any dairy is introduced into an all-pareve line. In addition, it is crucial to notify the RC of such a project in advance. He will give you guidance


CONTINUED ON NEXT PAGE

about how a dairy item would impact on the kosher status of the line.

Compatibility is a kosher concern not only with ingredients but also with equipment. A particular facility may have two tumblers, one for a dairy line and one for a pareve line. Precautions must be taken to prevent the equipment from moving between the lines. If used equipment is purchased it may need kosherization, so it is crucial to inform the RC in advance of such a purchase.

Private labeling has always been an important segment of the snack industry. Recently there has also been an increase in co-packing. This is where a certified company (Company A) with their own product goes to another facility (Company B) to have it manufacture the product as well. Company A will supply the unique ingredients to Company B and Company B will make it and ship it out. This too generates concerns for the kosher program. In certain cases, Company B may be an

all-pareve facility and Company A wants to produce its dairy product at Company B. Alternatively, it may create a situation of compatible ingredients. Clearly this creates a challenge for the kosher certification program and must be addressed on a case-by-case basis.

One last issue is product development. Many companies are constantly looking for new products to catch a small niche in the snack market. Some of these are variations of their traditional items, while others expand into completely new lines of product. Whatever the case, we want to work with you from the development stage through the certification of the product. We are here to help. In particular, if you are having difficulty locating an acceptable source for an ingredient, the OU can be a useful resource. 

**Rabbi Chananel Herbsman**

*is the rabbinic coordinator for several OU certified snack companies.*

## LACTIC ACID

### APPROVED FOR PASSOVER

Finally, there is a lactic acid that is more than kosher—it is Kosher for Passover. Though many lactic acids for food use are kosher, most are fermented and therefore not qualified for Passover approval.

Wilke International, Inc. (Lenexa, Kansas) and the OU have worked closely together to certify Wilke's synthetic lactic acid as Kosher for Passover. With the

assistance of Rabbis Juravel and Kuber, certification was achieved in 2000.

Lactic acid is the most versatile food acidulent. It has performed its many stabilizing, preserving and flavoring functions ever since man has made foods such as bread, cheese, pickles, yogurt, salads, beer, wine, etc. Its strong organic acid

properties coupled with its mild, non-biting taste make it ideal for many food applications.

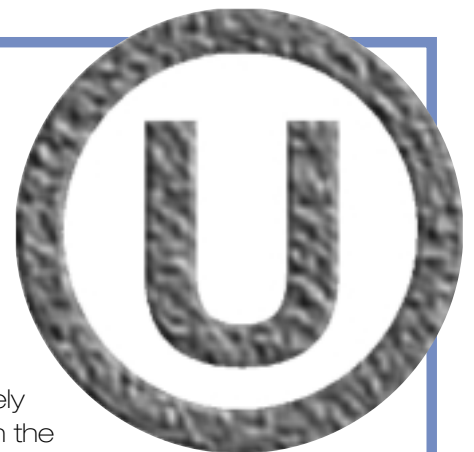
Lactic acid and its salts—sodium and potassium—are now widely used in fresh and cooked meats to reduce and eliminate microbial contamination. As an example, sodium lactate, when added to a meat product, will control the growth of pathogens such as Salmonella and Listeria, thus extending shelf-life that can be as much as double that of the untreated meat product. Also, meat carcasses can be surface treated with a fine spray of dilute lactic acid to reduce microbial count.

Wilke International and its staff have specialized in lactic acid and its derivatives for over 40 years. During this time they have worked closely with the OU to supply the highest quality kosher ingredients. Now, for the first time, a Kosher for Passover lactic acid is available.

*Wilke International can be contacted at 913.438.5544 or at [www.wilkeinternational.com](http://www.wilkeinternational.com)*

**Rabbi Eliyahu Ferrell**

*is the rabbinic coordinator for Wilke International*



## Kosher Wine Brands

 Abarbanel	 J. Furst
 Baron Herzog	 Gan Eden
 Bartenura	 Hagafen
 Bastide la Graviere	 Kedem
 Bokobsa	 Korbel
 Bordeaux Grillon	 Manishewitz
 Carmel	 Margaux
 Chateau Croignon	 Rashi
 Chateau de Tigne	 Simcha
 Chateau Girard de Tiffroy	 St. Emilion
 Chateau Haut Vallon	 Star of Abraham
 Chateau le Pradel	 Star White
 Chateau les Allouettes	 Tam Pree
 Chateau Palon	 Teal Lake
 Clovis	 Tirosh
 Comtesse d' Assigny	 Tonnelli
 Embassy	 Vin D'oc

*Wines are certified only when the OU symbol appears on the label bottleneck*

CHOCOLATE CONTINUED FROM PAGE 10

Modern research has suggested a host of benefits to chocolate, ranging from an ability to calm the nerves to preventing tooth decay. Chocolate also offers opportunities for the manufacture of new products, or improvements on the old. As is the case with many other foods, the OU represents the highest standards demanded by kosher consumers, and companies that formulate products that meet these standards can be confident of broad acceptance in the kosher market. **U**

### ***Rabbi Zushe Yosef Blech***

*is the rabbinic field representative for Alprose Chocolate of Lugano, Switzerland.*

## Policy Reminder

- ▶ **All purchases of new and used equipment must be brought to the attention of the OU.**
- ▶ **The OU may have to examine the history or use of the equipment in order to see how it could affect your company's kosher program. If the equipment poses any concerns, the OU will work with you to resolve them before they become a problem.**

## Marketing Tip

**If your company maintains a website, be sure to include the fact that you are **U CERTIFIED.****

Several companies have reported increased sales from this simple "advertising" technique.

WINE CONTINUED FROM PAGE 7

Hagafen (Napa). Other kosher French wines with OU certification include: Clovis Lesieutre and wines distributed by M&G Vins and Mets et Vins de France.

Industrial grape wine (including kosher) is produced by the Florida Distillers Company at their Lake Alfred, FL and Louisville, KY facilities. Kosher wine is an ingredient used in *Heinz* red wine vinegar, Grey Poupon Dijon Mustard and in numerous flavor applications by flavor houses such as Bell Flavors and Firmenich.

### GRAPE JUICE

Similar to its fermented cousin, non-alcoholic grape juice carries identical kosher requirements. Once considered a headache for certain food and beverage industries, kosher grape juice is today available at prices and in varieties hitherto unfeasible. **U** kosher grape juice is produced in California, New York and Washington by Canandaigua, Milne and Royal, in Israel by Carmel

and, most recently, in Argentina by Cepas Argentinas. Major food manufacturers such as General Mills and H.J. Heinz are foremost consumers of kosher grape juice.

Kosher has even provided fringe benefits for certain producers. Attempting to advance the point of pasteurization in order to free the product from its special kosher restrictions, colorant benefits were realized because product was heated together with skins.

Whereas the availability, the cost and the variety of kosher grape products imposed serious limitations to the earlier kosher consumer, today's kosher market leaves us little to whine about. **U**

### ***Rabbi Nachum Rabinowitz***

*is a rabbinic coordinator in the New Companies Department, and has been involved in setting up **U** certification for many wineries.*

### ***Rabbi Shmuel Singer***

*is the rabbinic coordinator for wine and grape juice.*

# KNOW YOUR OLEO

## Glossary of Kosher Concepts & Terms

*Prepared for the Oleochemical Industry*

*by Rabbi Yosef Goldberg*



**K**OSHER refers to those foods and food ingredients that are permissible according to Jewish dietary laws (laws of kashrut). Kosher ingredients and products fall under three categories:

1) meat; 2) dairy; and 3) pareve (that which is neither meat nor dairy). The typical oleochemical company does not produce dairy products, nor does it produce or deal in kosher meat products. All products of an oleochemical company certified by the Orthodox Union are therefore pareve, being derived either from petrochemicals or from vegetable fats.

An intrinsically kosher product can become non-kosher in essentially three ways:

- 1) A non-kosher ingredient is added to it;
- 2) It is cooked with utensils that a non-kosher product or ingredient has been cooked with;
- 3) A liquid product is stored for 24 hours within a container that has serviced a non-kosher liquid either via heat or by storage for 24 hours. This last point is significant in terms of bulk shipments of oils, alcohols or fatty acids.

This is especially true for vegetable oils and emulsifiers. Kosher products that are produced with non-kosher utensils can be considered entirely non-kosher.

In plants that have adjacent animal-vegetable facilities, the segregation of steam systems, and preferably even cooling systems, is a very important issue. Our experts will help devise plant specific solutions for dealing with any problematic steam and steam recondensate issues.

Equipment that has been used with non-kosher ingredients or products may become “kosherized” under the supervision of a rabbinic expert. Usually, down time (a full 24-hour period without use) is associated with the process of kosherizing. Many spray-dried products are dried in dryers that are used for almost anything and everything, including meat products. Such spray-dryers must be kosherized with a down day before any kosher spray-dried products may be produced on them.

The OU Schedule A has seven basic group listings:

**GROUP ONE** contains ingredients deemed innocuous, from a kosher perspective, such as water, sugar, salt and most inorganic chemical products.

**GROUP TWO** ingredients require kosher supervision—*hashgacha*. However, the source of the ingredient is a plant that is only kosher or wherein the product is only produced in kosher mode. Therefore, the kosher certifier does not require that the package bear a kosher symbol. The source (manufacturing plant) of the ingredient must appear on the package.

**GROUP 2TR** ingredients are those whose information was derived through our research staff indicating that the ingredient produced at a certain plant is produced in a kosher fashion even without certification.

**GROUP THREE** ingredients require a kosher symbol to appear on the casing as it arrives and is stored in an OU supervised facility. The

kosher symbol should remain visible on the package as long as the ingredient remains in the plant. Sometimes a Group Three ingredient requires a rabbi’s stamp or special production letter, as is often the case of bulk glycerin that is drummed in a drumming facility that also drums non-kosher glycerin.

**GROUP FOUR** ingredients are the bulk equivalent of Group Two. Bulk shipments of vegetable oil coming from an all-kosher facility that has a dedicated all-kosher transport system would be Group Four. Bills of lading indicating the manufacturing plant origins of Group Four ingredients must be available for presentation to the OU rabbinic field representative.

**GROUP FIVE** ingredients are the bulk equivalents of Group Three. Tanker, rail car, barge, ship and isotank shipments coming from plants that produce both kosher and non-kosher oils or glycerins must have a special seal and rabbinic letter accompanying the delivery. Such seals and letters should be saved for presentation to the OU rabbinic field representative.

**GROUP SIX (ALLOWED)** ingredients that are non-kosher yet the OU permits them to be kept at a facility because they are **incompatible** with use in the production of any kosher-certified products produced at the plant.

**GROUP SEVEN** (now referred to as Group Six **NOT ALLOWED**) ingredients are non-kosher ingredients that may not be kept in

OU facilities. They are generally ingredients that might be inadvertently substituted for kosher ingredients. Once a plant has applied for such an ingredient, that ingredient is maintained on the Schedule A so that the rabbinic field representative can guarantee that it will not be found in the plant in the future.

Because of the complexity of the Group system, it is imperative that the receiving agent in each plant be carefully trained in the use of our Schedule A, and record each ingredient as it arrives, showing that it complies with the terms of the Schedule A. In the event that there is a problem, the receiving agent should inform his superior, who should, if deemed necessary, either return the ingredient or call the office for advice.

Some sensitive ingredients, from a kosher perspective, are vegetable oils, shortenings and emulsifiers. Such products are sometimes made in plants that also produce products derived from lard or tallow. The same equipment is used for the vegetable products rendering them non-kosher. Another very problematic ingredient is glycerol, which can be derived from animal, vegetable and

petroleum tri-esters. Nickel catalysts used in the hydrogenation of fats require kosher certification, as they are themselves coated with fat.

**Flavors are critical ingredients because they may have animal or grape components.** Grape products, although derived from a simple fruit are problematic from a kosher perspective because of rabbinic laws stemming back to ancient times when grape wines were used for idolatrous rites (*See related article on page 7*). In a somewhat similar fashion, grains, fruits and vegetables from Israel must have special supervision because these products must be tithed. Coloring agents such as carmine and cochineal extracts, which are derived from insects, are viewed by the OU as being non-kosher.

#### BULK SHIPMENTS

All trailer trucks and railroad cars that transport liquid oleochemicals must be certified for kosher service. This generally implies that these cars have been dedicated to only kosher products, or that they have been kosherized by a C.I.P. that would meet the standards of kosherization as approved by our rabbinic field representatives prior to being introduced

into kosher service. It is important to note that any laundry grade kosher product is kosher only as an inedible product and should never be sent on a kosher transport vehicle.

Regarding ship cargo holds, OU policy is that the previous three cargoes that traveled in the hold, now reserved for a kosher liquid product, must also have been kosher compatible. All adjoining cargo holds should also be carrying only kosher materials. Documentation to this effect must always be presented to the OU office. Since glycerols and fatty acids derived from palm and coconut oils often receive Passover status, it is important that none of the prior cargoes carry ethanol or ethyl acetates of a grain (wheat, barley, rye, oats, spelt) origin.

It is important to note that all storage facilities, e.g. tank farms, wherein bulk shipments are stored or held, must be under the kosher certification of a recognized kosher certification agency. The transfer of a bulk shipment into a non-kosher holding tank will jeopardize the kosher status of that shipment. **U**

#### ***Rabbi Yosef Goldberg***

*serves as rabbinic coordinator for many OU certified oleochemical companies.*

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#### COCA COLA CONTINUED FROM PAGE 1

OU and The Coca-Cola Company. Mr. Barone notes that, through the close and productive relationship that exists between the OU and his company, "The Coca-Cola Company is able to provide products to a very large Jewish population because that population can be assured that our products meet Jewish dietary laws." In turn, Mr. Barone adds, "The OU certification is one of the best-known trademarks in the world."

The Coca-Cola Company manufactures beverage bases in the U.S. that are produced under the rabbinic supervision of the OU. In

addition, the OU certifies syrups manufactured by The Coca-Cola Company for use in its fountain products. The company provides its beverage bases to bottlers and canners, who in turn use the beverage bases to manufacture finished beverages. It is left to the discretion of each Coca-Cola bottling company to have the finished beverage certified.

Even before beverage base production, every new product is discussed with OU rabbis. The rabbi responsible for a particular manufacturing plant then observes the production of the beverage base.

Throughout this process, the manufacturing plant personnel work closely with the OU's supervising rabbi. Hard work, cooperation and attention to detail are key components of a relationship that ensures strict adherence to Jewish dietary laws. The resulting kosher certification of beverage bases provides, for the bottlers and canners, the foundation for koshering finishing products. **U**

#### ***Rabbi Raymond Morrison***

*is rabbinic coordinator for The Coca-Cola Company.*



**The OU hosted the Spring 2001 Kashrut Conference in Newark, New Jersey.** A keynote session at the Conference focused on "The Far East—Certifying Companies Far Out." The session was chaired by Rabbi Aharon Brun-Kestler, Rabbinic Coordinator—New Companies Division, and was addressed by Rabbi Doneal Epstein, Rabbinic Coordinator for many OU certified companies in the Far East, and Rabbi Aharon Steinberg, Rabbinic Field Representative in the Far East. Pictured (left to right): Rabbi Reuven Nathanson, Rabbinic Field Representative, West Coast; Rabbi Leonard Steinberg, Rabbinic Coordinator; Rabbi Chananel Herbsman, Rabbinic Coordinator; and Rabbi Noach Vogel, Rabbinic Field Representative, West Coast.



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**Geared for food and marketing executives, as well as plant personnel, this 15-minute video explains what kosher really means and how food becomes OU certified. It can serve as a wonderful tool for your in-house Kosher Review Seminar.**



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