

# The Meaning of **K**osher

*Not only a religious symbol;  
it's a symbol of quality!*



## About OK

*In the past two decades, the demand for kosher food products in the United States and around the world has greatly impacted the food industry.*

Established in 1935, the OK Kosher Certification is one of the world's most respected symbols of kosher approval. Studies have confirmed a direct correlation between the OK kosher symbol and increased sales.

Under the leadership of Rabbi Don Yoel Levy, the OK provides certification for food giants and products such as **IFF, Kraft, ConAgra, Tropicana** and the **Miller Brewing Company**. Operating on six continents and supported by more than 350 of the world's leading kosher experts, the OK certifies more than 114,000 products, produced by over 1,500 companies. Learn more about OK by visiting [www.OK.org](http://www.OK.org)



"A fair amount of adult non-Jewish customers value the kosher certification and look for it," says Scott Bussen, a spokesman for Philip Morris's Miller Lite, which recently added visible kosher certification to its cans and bottles.

"This is clearly something that is gaining momentum." Miller is one of a string of mainstream food producers -- others include Anheuser-Busch, Nabisco, Keebler and Mars -- that have sought kosher certification in recent years.

## "Kosher is the Good Housekeeping Seal of the 1990's."

Still, marketing experts say that the general public, dissatisfied with government food inspections, increasingly sees kosher certification as a quality check. "Kosher is the Good Housekeeping Seal of the 1990s," declares Joe Regenstein, an official of the National Kosher Foods Trade Association.

But the greatest boom to the industry has been people seeking out kosher food for health reasons: lactose-intolerant consumers who buy pareve products, which contain neither meat nor dairy prod-

ucts; and vegans, vegetarians and people with food allergies who favor kosher foods because the industry's labeling practices are considered to be more rigorous.

## "Frito-Lay's classic potato chips have been certified kosher since 1994;"

The kosher market already includes many mainstream foods that most people do not realize have kosher certifications. Frito-Lay's classic potato chips have been certified kosher since 1994; Coca-Cola has been since the early 1930's.

## "In 1984, there was something like 16,000 kosher products, today there's approaching 80,000,"

It was in 1997, considered a watershed in the history of kosher food, that Nabisco's Oreo cookies received certification. Earlier this year, for example, Lipton began making a line of kosher soup mixes. "In 1984, there was something like 16,000 kosher products, today there's approaching 80,000," said Menachem Lubinsky, the

president and chief executive of Integrated Marketing Communications, the publisher of Kosher Today. "This has created a worldwide kind of trend that if you want to sell in America to the food market, you have to have kosher ingredients."

## "...our products go through a rigorous inspection far beyond government testing"

We at **Genetics Tech**® Next Generation Nutrition™ pride ourselves of the quality of the products we provide. Our protein 100% Whey Gen, and our lean mass weight gainer product G. MASS™, Thermo Genetics Extreme™, Thermo Genetics PM™, and L.I.N.O (Liquid Instance Nitric Oxide) are all thoroughly inspected. All of the raw materials we use to create our products go through a rigorous inspection far beyond government testing making it certain our products are safe for human consumption.

We go to these extents because we always have you the consumer in our mind. No other Sport Nutrition brand can say that but we can and we prove it everyday with the Kosher seal on our packing.