



# passover PALATE

A SUPPLEMENT TO THE JEWISH EXPONENT | APRIL 7, 2016

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**JEWISH  
EXPONENT**



# ACME®

## CELEBRATE The Festival of Passover



**3<sup>99</sup>**  
ea.

Yehuda  
or Osem Matzos  
5 lb. pkg.

**FREE** WITH \$25 PURCHASE  
Limit 1 offer per customer



**2<sup>99</sup>**

Kedem Juice  
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Limit 4



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Manischewitz Matzos  
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**FREE** WITH \$25 PURCHASE  
Limit 1 offer per customer



**1<sup>99</sup>**

Streit's  
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**2<sup>99</sup>**  
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Empire Kosher  
Frozen Turkeys

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**10<sup>\$</sup>10**  
FOR

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Pickles  
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**89¢**  
ea.

Lieber's  
Tomato Sauce  
15 oz. can



**2\$4**  
for  
Lay's  
Potato Chips  
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Savion  
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• Apple Juice  
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**3<sup>49</sup>**

Lieber's May-Oh!  
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**2\$4**  
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WITH MFG.  
COUPON BELOW

price without  
coupon 2 for \$5



**99¢**  
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Yehuda Matzo Meal, Cake  
Meal or Farfel Canister  
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WITH MFG.  
COUPON BELOW

price without  
coupon \$1.99 ea.



**1<sup>99</sup>**

Yehuda  
Egg Matzos  
10.5-11 oz. pkg.

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COUPON BELOW

price without  
coupon \$2.99

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**\$1<sup>00</sup>/1**



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ea.

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WITH MFG.  
COUPON BELOW

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**2\$3**  
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WITH MFG.  
COUPON BELOW

price without  
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**BUY 2 GET 1  
FREE**

Lipton Kosher Soup  
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WITH MFG.  
COUPON BELOW

price without  
coupon 4 for \$5

MANUFACTURER COUPON DO NOT DOUBLE EXPIRES 4/30/16 RV0100

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Gefilte Fish

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**\$1<sup>00</sup>/2**

MANUFACTURER COUPON DO NOT DOUBLE EXPIRES 4/30/16 RV0100

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**\$1<sup>00</sup>/2**

MANUFACTURER COUPON EXPIRES 4/30/16

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Matzo Ball Soup Mix or  
Matzo Ball & Soup Mix

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JEWISH EXPONENT 4/8/16

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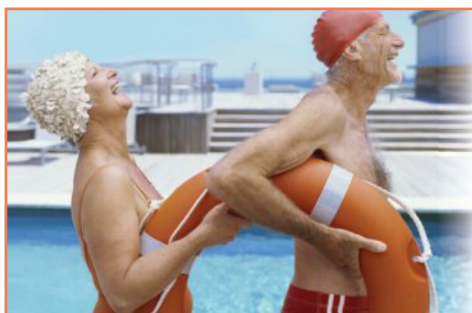
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# Passover Meals Missing Matzah — ON PURPOSE



COMPILED BY RIVKA LIEBERMAN | JOYOFKOSHER.COM

**P**esach is upon us! Welcome to the healthiest religious cleanse in the world, unless of course you're like 99.9% of Jews and enjoy your fair share of meats, kugels and pesach cakes (yum?) throughout the week. Despite the countless seder guests, you are likely to have plenty of leftovers to get you through some of chol hamoed, but when those run out and you get sick of the matzah, enjoy these matzah-free recipes.

There's something about Pesach that leaves one either achingly full or searching the fridge as if you haven't seen food in weeks. Strike a healthy bal-

ance with hearty, meatless meals that should leave you with leftovers for lunch or dinner the next day. Start with the **Creamy Carrot Bisque**, followed by **Drunk Tuscan Tuna Steaks**, and **Grilled Eggplant and Roasted Pepper Salad with Preserved Lemon**. End the meal with something sweet such as **Cheesecake Ice Cream with Crumbled Macaroons**.

These recipes are provided courtesy of joyofkosher.com, created by Jamie Geller, who also has the magazine, *Joy of Kosher With Jamie Geller*, and a new cookbook, "Joy of Kosher Fast, Fresh Family Recipes."

## CREAMY CARROT BISQUE PAREVE

- 1 cup vegetable broth (or water)
- 1 medium yellow or white onion, diced
- 10 large carrots, peeled and chopped
- 3 cups unsweetened low fat non-dairy milk (or water)
- 1 tsp. sea salt, or to taste
- Freshly ground black pepper, to taste

### Garnish

- 2 tsps. fresh mint, chopped

In a 6-quart soup pot:

1. Heat ½ cup of the vegetable broth (or water) over medium heat
2. Add the onion and a pinch of the sea salt.
3. Cook and stir for 5 minutes, or until onions are soft.
4. Add the carrots and another splash of vegetable broth.
5. Cook and stir for 5 more minutes.
6. Add the non-dairy milk and ¼ cup of vegetable broth (or water) so that the liquid just barely covers the vegetables.
7. Bring to a boil over medium-high heat.
8. Cover and reduce the heat

See Matzah, Page 6



\*Kosher style, fully prepared menu for your holiday table from the chefs at McCaffrey's!

KOSHER STYLE\*

**Whole Roasted Turkey—All Natural**

(12-14 lb.)

4 lbs. Matzo Stuffing  
2 lbs. Homestyle Gravy

**\$85.99**

Serves 8-10

KOSHER STYLE\*

**Turkey Breast Dinner—  
All Natural**

2 ½ - 3 lb. Roasted Turkey Breast  
2 lbs. Matzo Stuffing  
2 lbs. Homestyle Gravy

**\$59.99**

Serves 6-8

KOSHER STYLE\*

**Brisket Dinner for One**

Slow Cooked Beef Brisket (with gravy)  
Yukon Gold Roasted Potatoes  
Parisian Carrot Tzimmes  
Homemade Apple Sauce

**\$10.99**

16 oz. dinner

**MENU ITEMS ARE AVAILABLE BEGINNING**

**APRIL 22ND THROUGH APRIL 30TH.**

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**\*NOTICE: THIS DOES NOT REPRESENT THAT  
THE PRODUCT IS KOSHER.**

KOSHER STYLE\*

**Friday Night Brisket Dinner**

3 lb. Slow Cooked Beef Brisket (with gravy)  
3 lbs. Potato Latkes  
2 lbs. Green Bean Almondine  
2 lbs. Homemade Applesauce  
3 pints Matzo Ball Soup  
Flourless Chocolate Cake

**\$109.99**

Serves 6-8

**Accompaniments—Kosher Style\***

Matzo Ball Soup.....	\$5.99 pint
Slow Cooked Beef Brisket.....	\$19.99 lb.
Rose Geranium Salmon.....	\$18.99 lb.
Roasted Sweet & Sour Chicken Split Breast.....	\$7.99 lb.
All Natural Boneless Turkey Breast.....	\$12.99 lb.
Potato Latkes.....	\$7.99 lb.
Matzo Stuffing.....	\$5.99 lb.
Pineapple Kugel.....	\$6.99 lb.
Mashed Potatoes.....	\$4.99 lb.
Yukon Gold Roasted Potatoes.....	\$6.99 lb.
Orzo Saffron Cranberry Salad.....	\$5.99 lb.
Brussels Sprouts with Pecans & Garlic.....	\$6.99 lb.
Green Bean Almondine.....	\$6.99 lb.
Parisian Carrot Tzimmes.....	\$6.99 lb.
Seven Fruit Haroset.....	\$6.99 lb.
Homemade Applesauce.....	\$4.99 lb.
Brisket Gravy.....	\$4.99 lb.
Turkey Gravy.....	\$4.99 lb.
Flourless Chocolate Cake.....	\$19.99 ea.



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**www.mccaffreys.com**





## Matzah

Continued from Page 4

to simmer on low for 25 minutes, or until the carrots are tender.

9. Add the remaining sea salt and black pepper to taste.

10. Simmer for 5 more minutes

In the blender:

1. Puree the soup in batches to achieve a creamy, smooth consistency.

2. Adjust the seasonings to taste.

3. Serve hot, garnished with fresh mint

*Serves 4 to 6*

### DRUNK TUSCAN TUNA STEAKS PAREVE

- 4 tuna steaks, about ½ pound each
- 3 tbsps. extra-virgin olive oil
- 2-3 tbsps. potato starch
- 3 garlic cloves, peeled and slightly pressed
- 1 medium onion, very finely chopped
- 1-2 tbsps. finely chopped fresh parsley
- 1 cup Chianti
- Salt and pepper

1. Heat the oil in a large skillet over a medium-high flame.

2. Add the minced onion and the whole cloves of garlic.

3. Dredge the tuna steaks in potato starch and sprinkle with salt and pepper.

4. Once the garlic cloves are golden, discard them and add the tuna steaks into the skillet with the minced onion and parsley.

5. Allow to cook for a couple of minutes on each side. Add the wine and cook for about 15 more minutes, turning once.

6. Serve accompanied by its thick wine sauce and some more fresh parsley.

*Serves 4*

### GRILLED EGGPLANT AND ROASTED PEPPER SALAD WITH PRESERVED LEMON PAREVE

- 1 14-oz. container Sabra Grilled Eggplant
- 1 roasted red pepper, diced
- 1 roasted yellow pepper, diced
- ¼ cup sliced black olives
- 2-3 slices preserved lemon, chopped
- 1 tsp. kosher salt
- 3 cloves garlic, thinly sliced
- ¼ cup chopped parsley, loosely packed

See Matzah, Page 8





# Passover Traditions

(Where Available, While Supplies Last)



64-oz. btl.  
**Manischewitz  
Grape Juice**  
**249**



64-oz. btl., Any Variety,  
Nature's Own or  
**Kedem  
Grape Juice**  
**299** **YOU SAVE .70**

25.4-oz. btl. (Plus Dep. or Fee Where  
Req.) Any Variety  
**Kedem  
Sparkling Juice**  
**249** **YOU SAVE .20**



64-oz. btl.  
**Kedem  
Apple Juice**  
**179** **YOU SAVE .20**



6-oz. box, Any Variety  
**Gold's  
Horseradish**  
**149**

24-oz. jar (Excluding Gold Label & White & Pike)  
**Manischewitz  
Gefilte Fish**  
**499** **YOU SAVE 1.00**

(Frozen) 20-oz. cont.,  
Low Sugar or Sweet  
**A & B Gefilte Fish**  
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16-oz. canister  
**Manischewitz  
Potato Starch**  
**2.99**

8-oz. box, Garlic, Everything, Original  
or Matzo Crackers  
**Manischewitz  
Tam Tams**  
**2.55** **for**



22-oz. btl.  
**Fox's U-Bet  
Chocolate Syrup**  
**1.99** **YOU SAVE .30**



2.75-oz. box  
**Goodman's  
Onion Soup**  
**10\$10** **for**



3.5-oz. pkg.  
**Galil Roasted  
Chestnuts**  
**1.19**



12-oz. btl.  
**Gunter's Clover  
Honey Bear**  
**2.49**



5-oz. can, Olive Oil Spray or  
**Glicks  
Cooking Spray**  
**2.99**

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(Dairy) 8-oz. cont.  
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Cream Cheese**  
**2 for \$5**



(Dairy) 16-oz. cont.,  
Unsalted or Salted  
**Mother's  
Margarine**  
**2 for \$8**



(Dairy) 46 to 59-oz. cont., Any Variety,  
Farmstand Blended Juice, Trop 50,  
Grapefruit or Orange  
**Tropicana Pure  
Premium Juice**  
**3.99**



(Dairy) 30 to 32-oz. jar,  
Party Snack or  
**Vita Cream  
Herring**  
**7.99** **YOU SAVE .40**



(Dairy) 16-oz. cont. Any Variety  
**Friendship  
Sour Cream**  
**2 for \$3**



(Dairy) 1-lb. cont., Any Variety  
**Friendship  
Cottage Cheese**  
**249**

## SWEET ENDINGS



9-oz. box, Any Variety, Marshmallow Twists or  
**Joyva Chocolate  
Jelly Rings**  
**2.99** **YOU SAVE .20**



10-oz. canister, Coconut, Almond,  
Chocolate Chip or  
**Goodman's  
Chocolate  
Macaroons**  
**2.79** **YOU SAVE .20**

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## **Traditional Passover Take Out Menu**

Choice of Soup; Appetizer; Entrée; Side Dishes (2); Dessert;  
Includes Matzos & Complimentary Sour Pickles & Tomatoes

### ✧ Soups ✧

"Our Famous" Chicken Soup with Jumbo Matzoh Balls  
Garden Fresh Vegetable Soup

### ✧ Appetizers ✧

Gefilte Fish With Natural Juice & Carrots, Red Horseradish  
Delicious Chopped Chicken Livers or Chopped Herring  
Sweet 'n Sour Meat Balls in Tomato/Raisin Sauce

### ✧ Entree ✧

Traditional Tender Potted Brisket of Beef w/ Brisket Gravy  
Bubbie's Favorite Stuffed Cabbage- Tomato/Raisin Sauce  
Roasted Stuffed Breast of Capon w/ Apricot Orange Glaze  
Stuffed with Matzoh, Onion & Mushroom Stuffing  
Half Roasted Herb Chicken with Savory Matzoh Stuffing  
Natural Roasted Turkey Breast w/ Gravy  
Savory Matzoh Stuffing (White Meat Only)  
Broiled Fresh Salmon Pomodoro (add \$1.00 pp)  
w/ Diced Tomatoes, Greek Olives, Fresh Garlic & Herbs  
Stuffed Peppers w/ Veggies in a Tomato/Raisin Sauce  
Moroccan-Style Chicken  
Baked with Caramelized Onions in a Delicious Turmeric & Honey Sauce

### ✧ Side Dishes ✧

Roasted Garlic & Herb Red Bliss Potatoes;  
Carrot Tzimmes w/ Yams; Matzoh Mush / Onion Stuffing;  
Candied Yams w/ Apples & Walnuts;  
String Beans Almandine; Crispy Potato Latkes

**Assorted Matzoh Kugels—Sweet • Potato • Spinach**

### ✧ Desserts ✧

Assorted Loaf Cakes, Pastries & Cookies  
Fresh Fruit Salad

ORDER EARLY  
For Best Selection

\$21.95 p.p (4 Person Min.)

Wishing Everyone  
A Happy Passover  
Holiday!



All Items Available For Individual Purchase



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## **Matzah**

Continued from Page 1

1. Mix Sabra grilled eggplant with roasted peppers, olives, preserved lemon, spices and parsley.

2. Adjust seasoning to taste. Keep in fridge until ready to serve. Serve slightly chilled.

Serves 4

## **CHEESECAKE ICE CREAM WITH CRUMBL MACAROONS DAIRY**

1 8-oz. package cream cheese  
½ cup sugar



1 cup plain Greek-style yogurt (or use dairy-free cream)  
1 cup half-and-half

1 ½ tsps. Passover vanilla extract  
2 tsp. finely grated orange peel  
12 Passover macaroons (coconut or chocolate), crumbled

Cut the cream cheese into pieces and place in a food processor or electric mixer. Add the sugar and salt and process or mix at medium speed

for 3-4 minutes or until well combined.

Add the yogurt and blend it in thoroughly. Gradually add the half and half and blend it in thoroughly. Stir in the vanilla extract and orange peel.

Chill in the refrigerator for about 45 minutes or until cold.

Freeze in an ice cream maker according to manufacturer's instructions.

Just before the mixture is finally thick enough to store in the freezer, add the macaroon pieces and stir them in. Spoon into a container to freeze.

Serve straight from the freezer. •

Serves 4

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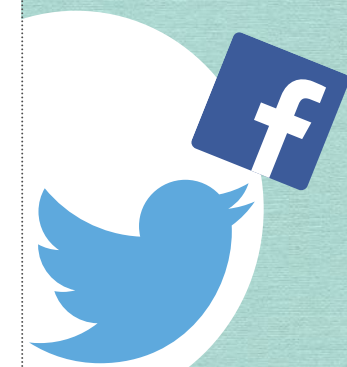
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# Paula Shoyer's TRADITION of Upholding TRADITION in the Kitchen at PASSOVER



**C**hef and best-selling author Paula Shoyer has made an annual habit of gracing our pages each Passover season with recommendations that she guarantees will live up to the holiday's culinary tradition while simultaneously enlivening your seder.

All of the recipes are courtesy of Shoyer's book, "The New Passover Menu" (Sterling Epicure, February 2015).

## SEDER PLATE SALAD MEAT

*Advance prep:* dressing and lamb may be made two days in advance

seder plate and table. The dressing is made from kosher sweet wine and maror (the bitter herb, in this case, white horseradish), creating a creamy pink dressing. This salad also makes a nice lunch or light dinner during chol hamoed, the non-Yom Tov intermediate days of Passover.

## INGREDIENTS FOR THE SALAD:

- 2 pieces of lamb shoulder (about 20 oz. total)
- 2 tpsps. extra virgin olive oil
- Salt and black pepper
- 1 large head romaine lettuce, cut into 2-inch pieces
- 2 stalks celery, thinly sliced

- 3 large eggs, hard-boiled and quartered

## INGREDIENTS FOR THE DRESSING:

- ½ cup mayonnaise
- 4 tsp. white horseradish
- 1 tbsp. sugar
- 2 tbsps. sweet kosher wine
- Salt and black pepper

## DIRECTIONS:

1. Preheat oven to broil or an outdoor grill to medium-high heat.
2. To make the lamb: Rub the lamb shoulder pieces with oil and sprinkle

2 apples (Red Delicious, Fuji or Gala), cored and cut into ¾-inch cubes.



(Seder Plate Salad)

*Equipment:* cutting board, knives, measuring cups and spoons, small saucepan, tongs, small bowl, whisk, large serving bowl

This is Paula Shoyer's version of a French niçoise salad with lamb instead of tuna. It contains the ritual components of the

- 1 cup loosely packed fresh parsley leaves, roughly chopped
- ⅓ cup walnut halves, roughly chopped into ½-inch pieces
- 2 apples (Red Delicious, Fuji, or Gala), cored and cut into ¾-inch cubes

with salt and pepper to taste. Broil or grill for four to five minutes per side for medium rare, or until desired doneness. Let cool for five minutes and, if serving immediately, slice into thin, two-inch-long pieces. If making in advance, wait to slice the lamb until after reheating. The lamb

See Tradition, Page 12



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## Tradition

Continued from Page 10

may be roasted two days in advance; cover and store in the fridge.

3. To make the salad dressing: In a small bowl, whisk the mayonnaise, white horseradish, sugar, and wine until well combined. Add salt and pepper to taste. The dressing may be made two days in advance; cover and store in the fridge.

4. To assemble the salad: Place the romaine pieces in a large bowl. Add the celery and parsley and toss to combine. Sprinkle the walnuts and apples on top and arrange the egg quarters around the perimeter of the bowl. Scatter the lamb pieces on top. To serve, scoop some of everything onto each plate and drizzle with the dressing.

*Serves 6*

### SEARED TUNA WITH OLIVES AND CAPERS PAREVE

*Advance prep:* may be made one day in advance

*Equipment:* measuring cups and spoons, cutting board, knives, large frying pan, silicone spatula

Paula's family consumes a lot of sushi, so everyone is thrilled when she has seared tuna on the

- 4 cloves garlic, chopped into ¼-inch pieces
- 3 tbsps. capers, drained, or green olives, cut into ¼-inch pieces
- ⅓ cup green or black olives (or a combination), cut into long slivers
- ½ tsp. sugar

#### DIRECTIONS:

1. Sprinkle both sides of the tuna steaks with the basil, thyme, and pepper to taste. Heat a large frying pan over high heat (do not add any oil). When the pan is hot, add the tuna steaks and cook for one to 1.5 minutes on each side, just long enough to sear the outside. Leave the center raw, unless you prefer tuna cooked all the way through.

2. Remove the tuna steaks to a plate. Reduce the heat to medium and add the oil. Add the red onion and garlic and cook for two minutes, stirring often. Add the capers, olives, sugar, and pepper to taste, and cook for one minute. Remove the pan from the heat.

3. Place the tuna steaks on a cutting board and slice into 1/3- to 1/2-inch-thick slices. Place the slices on a platter and sprinkle the caper and olive mixture on top, or serve it alongside in a small bowl.

*Serves 4*

3 tbsps. capers, drained, or green olives, cut into ¼-inch pieces.

(Seared Tuna with Olives and Capers)

menu at her house. It is the quickest main dish to prepare if you, like her children, enjoy fresh tuna pretty raw; it cooks in minutes. The olive and caper relish has strong flavors, so she often serves it on the side. Several companies certify capers for Passover, but if you cannot find them, substitute green olives.

#### INGREDIENTS:

- 4 tuna steaks (6 ounces/170g each)
- ½ tsp. dried basil
- ½ tsp. dried thyme
- Black pepper
- 3 tbsps. extra virgin olive oil
- 3 tbsps. chopped red onion, cut into ¼-inch pieces

### LINZER TART (GLUTEN-FREE) PAREVE

*Advance Prep:* may be made four days in advance and stored covered at room temperature

*Equipment:* measuring cups and spoons, large bowl, electric mixer, eight-inch round tart pan (with or without a removable bottom) or pie pan, medium bowl, two cookie sheets, silicone spatula, rolling pin, knife or pastry wheel, long knife or metal spatula, pastry brush or hands to glaze top of dough with egg white.

You can make this dessert with any flavor jam you like. Paula suggests spreading red jam on

half the crust and apricot jam on the other half. She uses a pastry cutter, a small fluted wheel on a handle, to cut the dough strips to achieve a ridged look, but you can use a knife instead. The crust requires three cups of three different kinds of ground nuts; if you do not have enough of one type, you can substitute another.

#### INGREDIENTS:

- ½ cup (1 stick) margarine
- 1 ½ cups ground almonds
- 1 cup ground walnuts
- ½ cup ground hazelnuts (with or without skins)
- ½ cup potato starch
- ¼ cup granulated sugar, plus 1 ½ tps. for sprinkling on top
- ½ cup confectioners' sugar, plus extra for dusting
- 1 cup raspberry, apricot, or your favorite jam
- 1 large egg white, beaten, for glazing

#### DIRECTIONS:

**To make the crust:**

1. In a large bowl with an electric mixer on high speed, beat the margarine until soft, scraping down the sides of the bowl with a silicone spatula once or twice.

2. Add the ground almonds, wal-





the easiest way is to use your hands. Shape the dough into a ball and flatten it. Do not worry if the dough is crumbly. Wrap the dough in plastic and place it in the freezer for 45 minutes.

**To make the tart:**

1. Preheat the oven to 375°
2. Remove the tart pan from the freezer and place it on top of a cookie sheet. Bake for 10 to 15 minutes, or until the crust just starts to color.

thick rectangle. Use a knife or pastry wheel to cut the dough into eight 1-inch strips. Slide the parchment onto a cookie sheet and freeze the strips for 10 minutes.

5. Use silicone spatula to spread the jam evenly over the bottom of the crust.

6. Remove the dough strips from the freezer and use a long metal spatula or large knife to lift and place the strips across the top of the jam-filled crust to create a lattice. Do not try to

the crust is golden brown. Serve warm or at room temperature. ●

Paula Shoyer, a busy mother of four, believes that a healthy kosher diet can include desserts ... if they are homemade. A former attorney, she graduated from the Ritz Escoffier pastry program in Paris, and now teaches French and Jewish baking classes across the country and around the world. Paula is the author of the best-selling "The Kosher Baker: Over 160 Dairy-Free Recipes from Traditional



## 1 cup raspberry, apricot or your favorite jam.

(Linzer Tart)

3. Remove the pan from the oven, slide the parchment and tart pan off the cookie sheet, and let it cool for five minutes, or until the dough in the freezer is ready to be rolled out.

4. Sprinkle a piece of parchment paper with some confectioners' sugar. Place the dough on top of the paper, sprinkle with more sugar, and cover it with another piece of parchment paper. With a rolling pin, roll the parchment-covered dough into a 1/3-inch-

bend the strips back to make a perfect over-and-under lattice. Instead, place half the strips in one direction, an inch apart, and then lay the others across them in the other direction. Trim the ends of the dough and press them into the border of the bottom crust. Brush the strips with the beaten egg white and sprinkle with the remaining 1.5 teaspoons granulated sugar.

7. Bake for 35 to 40 minutes, or until the jam is bubbling and

to Trendy," "The Holiday Kosher Baker," and "The New Passover Menu." She is a contributing editor to several kosher websites such as kosher-scoop.com and jewishfoodexperience.com, and magazines such as "Joy of Kosher," "Whisk," and "Hadasah." She also writes for the Washington Post. She lives in Chevy Chase, Md. To learn more about Paula and her ongoing book tour, visit her website at [www.thekosherbaker.com](http://www.thekosherbaker.com).

This article first appeared on JNS.org.

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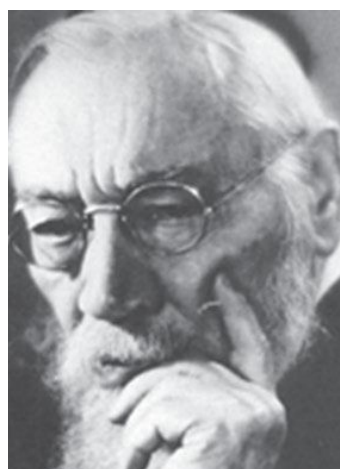
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# How COCA-COLA Prompted the Advent of PASSOVER-FRIENDLY Food Companies

BY ALINA DAIN SHARON | JNS.ORG



Rabbi Tobias Geffen



A kosher-for-Passover bottle of Coca-Cola, distinguished from ordinary Coca-Cola bottles by its yellow cap.

Mark H. Anbinder via Flickr.com

In the 1930s, Rabbi Tobias Geffen of Atlanta began to investigate the hidden ingredients inside mass-produced foods and to evaluate whether those ingredients conflict with kosher laws. He then set a precedent by getting The Coca-Cola Company to make a kosher-for-Passover version of its soft drink, convincing the company to substitute the grain alcohol used in the processing of its drink to alcohol derived from molasses.

Geffen's achievement was a response to the fact that in the 1920s, "Coke became an incredibly popular beverage in America," and "Jews adopted a custom of making it available to children during the Passover seder in lieu of wine," said historian Roger Horowitz — whose book, "Kosher USA: How Coke Became Kosher and Other Tales of Modern Food," will be published by Columbia University Press this month.

This step by Coca-Cola stood out at a time when few mainstream food manufacturers were making kosher-for-Passover products.

"Coke was an enormous consumer product in the 1930s, and jealously guarded its formula," Horowitz said. Much of the company's decision, he explained, rested on its confidence in Geffen that he would not reveal the drink's secret ingredients, and the episode was "an enormous asset in persuading other conventional food firms to secure kosher certification."

Geffen personally issued a kosher-for-Passover certification on Coke, eventually passing the baton to another rabbi. Meanwhile, the founder of the Orthodox Union (OU) and its kosher-certification labeling, Abraham Goldstein, was another figure dedicated to the science of figuring out what's inside foods and whether those ingredients are acceptable for Passover as well as for kosher-observant consumption year-round. He was particularly interested in ice cream, surveying its manufacturers to determine what they were putting inside their products and ultimately deciding that Breyers ice cream, for instance, is acceptable

to eat during Passover.

But Goldstein was simply reviewing foods as they existed at the time. The fact that Coca-Cola chose to make a distinct version of its drink for Passover, therefore, was a big exception.

Rabbi Moshe Elefant, Chief Operating Officer of the OU's kosher-certifying arm, said that subsequently, the OU began to certify Coke for Passover around 1989-1990, after the company removed high fructose corn syrup from its Passover drink and replaced it with sugar. These bottles are known today for their distinct yellow caps.

When the OU certifies a product as generally kosher, it is typically sufficient for rabbinical supervisors to make occasional visits to a company to make sure that the product is being produced in accordance with kosher standards. When it comes to Passover, however, making a product that is kosher for the holiday requires full-time rabbinical supervision. One other food that illustrates this situation is quinoa, a type of grain that was

only in recent years certified as both kosher and kosher for Passover by the OU.

"One of the staples of the kosher diet now is sushi. But there's a problem with sushi on Passover because sushi is made with rice, and Jews of Ashkenazi descent don't eat rice on Passover. How are you going to survive eight to nine days without sushi? You make it with quinoa," Elefant said.

After many public requests for the OU to certify quinoa, rabbis needed to make their decision based on ancient texts and rules that were written in an era when quinoa did not exist.

"After much deliberation and discussion, we determined that quinoa is not part of that legume family. Then we sent a rabbi to the mountains of Peru, where quinoa grows and is packaged," where he needed to see if "the quinoa is packaged or processed in the same machinery or equipment as non-kosher for Passover products, [which] would for lack of a better word contaminate the quinoa," Elefant explained.



As a result — and similarly to how kosher-for-Passover Coke is produced — about once a year, producers of kosher-for-Passover quinoa make a certain amount of quinoa specifically for Passover. It is labeled “OUP,” with full rabbinical supervision of the production process. Then the rabbis go home, and come back later for the next production round.

Today, many food ingredients, as well as the final food product, are often made far away from the grocery shelves, particularly in the Far East, Elefant said. Therefore, the OU has become a highly global operation, with a presence in 80 countries. In addition, “the equipment used to manufacture food is all obviously new equipment that didn’t exist in the time of the Talmud,” he said.

In the current era of mass food production, the OU has needed to find out how to make production equipment kosher without the guidance of original source material with instructions on the issue.

Contemporary rabbis need to be “extremely knowledgeable in understanding the machinery that manufactures food,” and in knowing how to conduct the koshering process without breaking “a piece of equipment that costs millions of dollars,” Elefant said.

One issue that comes up with regard to Passover and food, according to Roger Horowitz, involves oils that may be used during the holiday. For instance,

tories, sophisticated control systems are also in place.

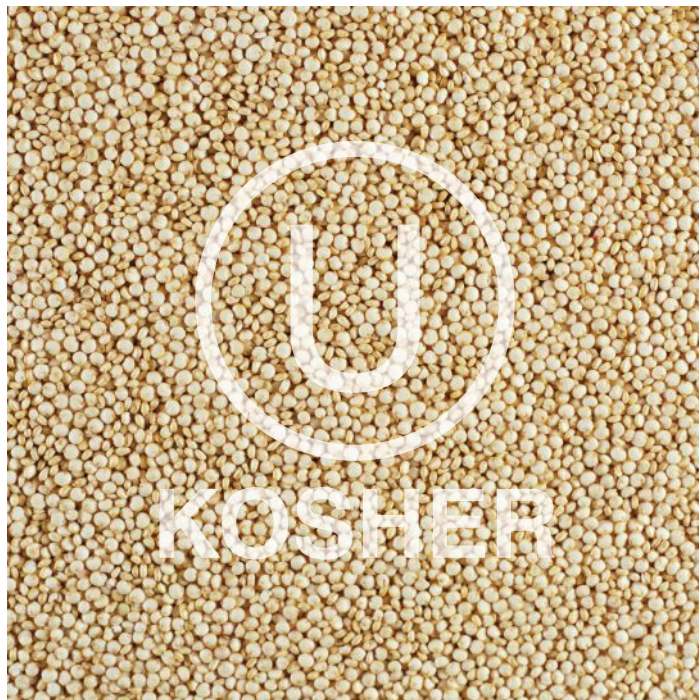
“You have to embed kosher requirements into the very food system, and what’s remarkable is how successful Orthodox Jews have been in embedding those requirements in our industrial food system,” Horowitz said.

Elefant cited another example of a product the OU has certified for Passover — canned tuna. “Over the years, we have made [specialized Passover] runs of tuna for Chicken of the Sea, Bumblebee, etc.,” he said.

“The tuna fish itself as a fish is inherently kosher for Passover. But all the other ingredients to

without requiring the foods to be labeled with an OUP. Decaffeinated coffee, however, can only be consumed on Passover if the decaffeination process does not involve an alcohol made out of grains or corn. Brands that the OU deems appropriate for Passover include Nescafé’s Taster’s Choice and Folgers.

“We had to review the entire decaffeination process to make sure there’s no issue,” Elefant said, noting that in these cases, the products were deemed appropriate for the Jewish holiday as they are. Yet in the case of Bosco chocolate syrup, which has also been labeled OUP, a separate ver-



**Quinoa is a type of grain that was only in recent years certified as both kosher and kosher for Passover by the OU.**

corn oil cannot be used, so rabbis must figure out how to control the oil while it is being shipped in trucks across long distances in order to make sure the oil is not contaminated. All tankers need to be washed and sealed by rabbis before they can be reloaded, and any holding tanks must also be monitored by rabbis. Then, inside the fac-

make the tuna, [like] the vegetable broth that they sometimes put into the tuna...are not necessarily kosher for Passover,” added Elefant.

In yet another illustration, coffee doesn’t always require an OUP label to be considered as kosher for Passover. The OU also recommends one-ingredient foods that are considered kosher for Passover

sion of the syrup needed to be made for Passover.

Statistics compiled by Lubicom Marketing Consulting (an agency working with kosher food producers) for last year’s Kosherfest trade show revealed the production of 600 new products for Passover, and that 40 percent of annual kosher food sales came during the roughly month-long period including and surrounding Passover.

Passover is the “most widely observed holiday on the Jewish calendar,” said Lubicom President Menachem Lubinsky, with an estimated 70 percent of all U.S. Jews attending at least one Passover seder.

See Passover-Friendly, Page 16

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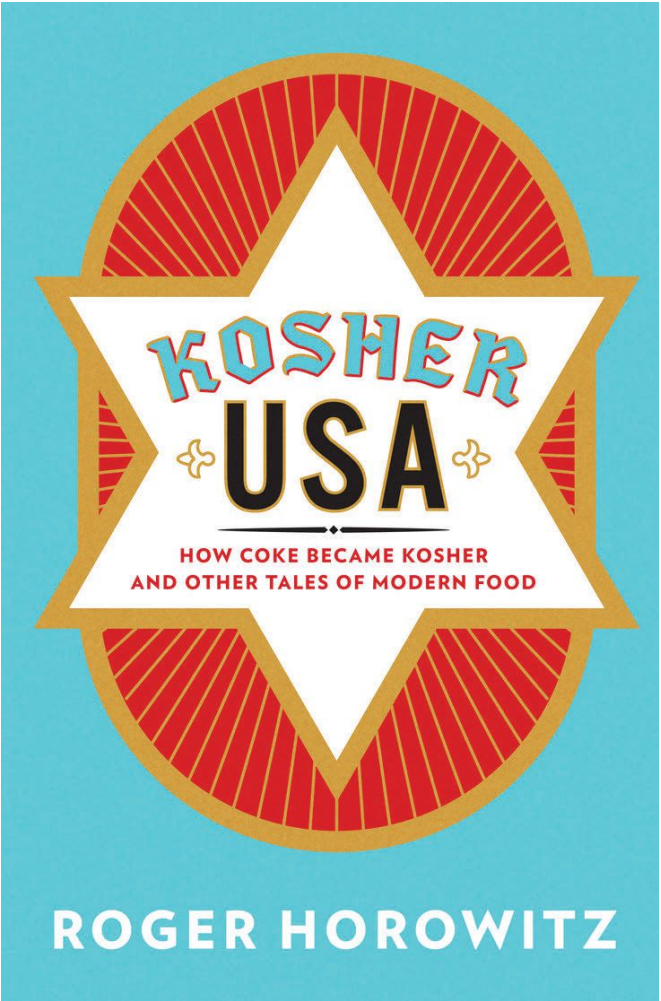
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# Passover-Friendly

Continued from Page 15

Lubinsky added that making special Passover runs of products does not stop at food.

Aluminum foil companies producing kosher-for-Passover foil “have to use cleaning agents that are [suitable] for Passover. They do a special run and they have an OUP on them. The amount of those products that is consumed for Passover is enormous ... [and] it’s good business [for the company to produce them].”

On the marketing side of the issue, Lubinsky sees a growth in the advertising of kosher-for-Passover products.

“You see a lot of supermarket ads that highlight Passover specials. There are also a lot online apps with Passover products. I see technology being used in a big way,” he said.

When a mainstream, non-Jewish company approaches Lubicom with an interest in marketing a

special kosher-for-Passover version of its product, Lubinsky first determines if the product is unique, and if it is, he suggests that the company “be very user-friendly in teaching consumers how to use the product” through recipes, meal ideas, and tie-ins

cent years, Elefant noted, consumers “are actually trying to stay away from high fructose corn syrup” for health reasons, prompting a growing number of food producers to remove the substance from many



Aluminum foil companies producing kosher-for-Passover foil have to use cleaning agents that are suitable for Passover.

with other products that are also kosher for Passover.

As for Coca-Cola, when it had removed high fructose corn syrup from its ingredients in 1990, it did so in response to Passover consumers’ demand. But in more re-

products and use natural sugars or fruit sugars as substitutes. This makes such products easier to certify as kosher for Passover.

In the end, Elefant said, “it always boils down to dollars and cents.” ●

The cover of Roger Horowitz’s forthcoming book, “Kosher USA: How Coke Became Kosher and Other Tales of Modern Food.”  
Columbia University Press

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# PASSOVER'S NEW APPEAL

## With the Crowdfunding Generation

BY EDMON J. RODMAN | JTA



**L**OS ANGELES — Can the essence of Passover fit into a box? Fans of Manishevitz and Streit's will undoubtedly answer, "Yes — in a matzah box."

But a successful Kickstarter campaign called Hello Mazel aims to reinvent that box, promising a package filled with Passover-related "Jewish awesomeness" that will be delivered to your door (or someone else's).

The project was a smash on Kickstarter, to the tune of more than \$152,021 with 1,395 backers.

Investors who pledged a min-

imum of \$45 will receive a box this month containing "three twists on the tastes of Passover, a Haggadah like none you've ever used and a seder plate that is not a seder plate," according to the enigmatic pitch.

Thinking inside the box, I wondered what would go into a box of my own creation. Perhaps a jar filled with the essence of full-strength maror to revive them to the awe of liberation. Also a seder clock; one that doesn't mark the time but rather the steps of the seder, so that people who had

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Hello Mazel is a quarterly box of Jewish stuff.

[hellomazel.com](http://hellomazel.com)

### PASSOVER DINNER MENU

\$20.95pp Take-out

\$26.95pp Eat-in

#### Soups: (Choose one)

- Matzo Ball Chicken soup
- Garden Vegetable soup

#### Appetizers (Choose one)

- Gefilte Fish with Red Horseradish
- Chopped Liver
- Sweet 'n Sour Meatballs

#### Entrée's: (Choose one)

- Stuffed Cabbage in sweet and sour sauce
- Beef Brisket sliced thin and served with gravy
- Roasted Half Chicken served with Matzo stuffing
- Roasted Turkey Breast served with Matzo stuffing and gravy
- Chicken Breast (bone in) roasted in a sweet orange marmalade glaze
- Broiled Salmon topped with oven roasted tomatoes and green olives

#### Side Dishes: (Choice of two)

- Roasted Herb Potatoes
- Roasted Garlic and Rosemary Mashed Potatoes
- Roasted Fingerling Sweet Potatoes
- Potato Latkes
- Tzimmes (Carrots and Sweet Potato casserole)
- Whole Green Beans
- Roasted Vegetable Medley
- Matzo Stuffing

**Desserts:** Assorted cakes and Passover desserts



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- Chopped Liver ..... \$9.99 lb
- Sweet and Sour Meatballs ..... \$10.99 lb
- Stuffed Cabbage ..... \$5.99 each
- Beef Brisket with Gravy served by the lb ..... \$14.99 lb
- Roasted Turkey Breast with Gravy ..... \$13.99 lb
- Half Roasted Chicken ..... \$8.99 each
- Broiled Salmon ..... \$6.99 each
- Roasted Potato ..... \$6.99 lb
- Mashed Potato Roasted Garlic and Rosemary ..... \$6.99 lb
- Green Beans ..... \$6.99 lb
- Tzimmes ..... \$6.99
- Matzah stuffing ..... \$6.99 lb
- Potato Latke ..... \$1.99 each
- Potato Kugel Half Pan ..... \$13.99
- Spinach Kugel Half Pan ..... \$13.99
- Sweet Kugel Half Pan ..... \$13.99
- Charoset ..... \$9.99 lb

#### Assorted Cakes and Passover Sweets

- Macaroons ..... \$6.95 lb
- Honey Cake ..... \$9.75 each
- Apple loaf Cake ..... \$9.75 each
- Chocolate chip Loaf Cake ..... \$9.75 each
- Fruit Salad ..... \$6.95 lb
- Assorted Passover Cookies ..... \$14.75 lb

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# New Appeal

Continued from Page 17

wandered off could find their place. Also, something to clean wine stains from my shirt — that alone would be worth 45 bucks.

I already have plenty of packaged Passover foods that twist my insides, a box of Haggadahs I only use once a year and so many seder plates we have a “discussion” each Passover on which one to use. So I was curious about what Hello Mazel was really offering. Was it basically just a Jewish take on the trendy subscription boxes of artisanal what-have-you? Or was this a box that could also feed the soul?

Most of all, I wondered: What could a box filled with Passover stuff do to actually bring Jews together?

To get a better understanding of Hello Mazel’s Passover box — one of four promised packages that Hello Mazel plans to deliver this year — I spoke with Yoav Schlesinger, executive director of The Kitchen, the San Francisco-based, rabbinically led spiritual community that is putting the project together.

The Kitchen, which describes itself as “a religious startup,” says on its website that Judaism is about “provoking awe and purpose.”

To that end, they had to “rethink what might go in a box of Jewish stuff,” Schlesinger explained. As a goal, they wanted something that was “unexpected and inspirational,” he said.

For now, the item-by-item

foods are relevant.”

Moving beyond “symbolic ethnicity” — a term coined by sociologist Hebert Gans describing a nostalgic relationship with Judaism that relies on a “love for and pride in a tradition that can be felt without having to be incor-



What could a box filled with Passover stuff do to actually bring Jews together?”

contents of this “highly designed” box remain known only to the Kitchen. However, speaking about the box’s mix of food, ritual object and text, Schlesinger says he hopes the food will provide an entry point to the Jewish content, and the Jewish content will provide a “framework in which to understand why the

porated in everyday behavior” — Schlesinger said one question driving the project was: “How do we get Torah to more people and into more people’s hands?”

As an answer, The Kitchen’s crew created a Haggadah, a prototype of which Schlesinger and others successfully tested at their own seders last year.

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“We reinvented and re-engineered a way of telling the Passover story, which is what the seder and Haggadah are meant to do,” he said.

The Haggadah could serve as either a supplement or a replacement, Schlesinger added.

“For a seder newbie, it certainly would be an appropriate first-level, Haggadah-like experience,” he said.

As for the seder plate, its design has them reaching creatively, looking for a way to present something that is “heavy, expensive and beautiful” in a box that’s 10 by 12 by 4 inches (and also needs to contain the rest of the offerings).

Long accustomed to my table’s round seder plate, I began to picture how a new form might add a difference to this night of distinctions. Would it be in the form of a hand? Would it come like a jigsaw puzzle for those seated at the table to solve?

The food items are “kosher style,” so Schlesinger acknowledges the box “is not going to be for everyone.” He also realizes its limitations. He isn’t sure, for instance, that the hope of opening the box at the seder table and “it releases magic” is a reasonable expectation, Schlesinger told me. What is reasonable, he said, is that it will create “some inspiration.”

“What about putting an inflatable rabbi in the box?” I asked, jokingly wondering what kind of magic I needed to keep everyone’s attention at my own seder table.

Unfazed, Schlesinger, whose father is a rabbi, liked the idea — he said it reminded him of the popular novelty known as “snakes in a can.”

Yet I still wondered how even a brilliant new Haggadah could hold everyone’s interest — especially that of a generation used to doing practically everything online.

Schlesinger responded that Judaism — contrary to recent attempts to project it into virtual communities — has always been about the senses, the “tactile” experience of “touch, feel and taste.”

“What is a moment we can share?” he asked. “Not just a digital space;” how do we “recapture the experiential moment?”

Opening a box — whether filled with objects from Hello Mazel or from our own imaginations — might just be the way. ●

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