

Getting the Maximum Benefit OUT OF YOUR OU CERTIFICATION

The OU can be a valuable resource in growing your business and introducing you to new markets.

► Helping You Reach the Market

Once you have obtained OU Kosher certification, we can offer you various ways of reaching the growing market of people looking for kosher products. Our magazines, regular kosher news e-mail updates and other communications reach the core of the kosher market, the members and affiliates of the Orthodox Union itself. We can also work with you on public relations efforts and advertising in the appropriate media, as well as on couponing and other promotions. Finally, we can refer you to advertising and promotional agencies that specialize in the kosher market and can help you win greater market share.

Most Americans eat some kosher food every day, but chances are they're not aware of it. Take a walk down the aisles of any supermarket and you will see that © certification appears on over 60% of America's produced foods that are certified kosher, from the coveted Oreo to the thirst-quenching Coca-Cola. Over \$150 billion of kosher certified products are consumed annually, and spending continues to rise dramatically.

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

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

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

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


“As the unquestioned leader in kosher certification, the OU provides opportunities for food companies everywhere to secure greater market share and profits, and plays a major role in the growth and development of the kosher food industry throughout the world.”

MENACHEM LUBINSKY,
President & CEO,
Integrated Marketing Communications, Inc.,
producer of Koshertfest (International Kosher Food and Foodservice Trade Show)