

The World's Best-Known Kosher Trademark

The © logo indicates that a product may be consumed by all those who observe kosher dietary laws, as well as by many others who have special dietary requirements, such as Moslems and Seventh Day Adventists. It also serves as a guide to millions of individuals who are vegetarian or lactose intolerant.

But in the public eye it has come to mean far more. Today, manufacturers and consumers alike view the © logo as an independent verification of quality, integrity and purity. They know, too, that the reputation of the Orthodox Union is unmatched for reliability and for meeting the highest kosher standards. By far the largest of the kosher certification agencies—and by far the

most extensive in its global reach—the Orthodox Union is renowned for its ability to serve its clients' needs promptly and efficiently.

Whether you manufacture consumer food items or industrial ingredients, or you are involved in private labeling, food service or any other aspect of food production or distribution, the conferral of OU kosher certification on your brand will raise its profile in the marketplace and help expand your market share.

Obtaining OU kosher certification is one of the most rewarding steps your business could take.

“The © logo symbolizes purity and quality, that the product has been reviewed and looked at, and has been found to be far more than just acceptable.”

WILLIAM R. JOHNSON,
Chairman, President and CEO, H.J. Heinz

