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Matzolah, A New Concept for Kosher Breakfast and 'Nosh' Trail Mix of the Exodus!

Use Matzolah as:

- a breakfast cereal or afternoon nosh;
- a topping for yogurt and ice cream;
- an ingredient for kugel, cookies, brownies, and stuffing year-round;
- an attractive buffet item for hotels, universities, residential facilities, cruise ships, summer camps, and retreats;
- a welcome gift for attendees at conferences and events;
- part of fundraising solicitations any time of the year; and
- gifts of appreciation and recognition by organizations for board members, donors, and volunteers.

Foodman's whole wheat variety of Matzolah is available exclusively at Whole Foods Market through this Passover. Both whole wheat and a new gluten-free version will be available broadly later this year.

Matzolah is sold in 15-pound bulk boxes, or in cases of 12 10-ounce canisters. To order Matzolah, contact Silverman at 404-343-1325, or at wayne@FoodmanNosh.com. Please visit www.FoodmanNosh.com for more information about the product.

Food service purveyors can now broaden their Passover menu beyond traditional kosher fare by serving their customers nutritious Foodman LLC's Matzolah™, a maple-nut matzo granola that won the Best New Passover Product for 2013 in November at Koshersfest, the largest annual kosher trade show.

One restaurateur who caught on early to Matzolah's culinary possibilities is Abie Bilgoray, a kosher caterer who also manages the Fumio Grill in Livingston, New Jersey. When ShopRite Supermarkets asked Bilgoray to create Passover specialties for its "grab and go" bar at three New Jersey stores, Bilgoray says he "immediately thought of using Matzolah to add a granola crunch for Passover yogurt and fruit parfaits and his well-known Bubby's Cran-Apple Crunch which is topped with Matzolah." Bilgoray says he "tasted Matzolah at Koshersfest and thought it was absolutely delicious." He plans to purchase Matzolah in bulk from Foodman to use it as a topping for breakfast, lunch and snacks for ShopRite clientele. Bilgoray expects Matzolah will have year-round appeal for a wide audience. Other caterers and food service professionals have talked about making snack packs, cookies, bars, and cobblers with Matzolah year-round. (See Sidebar)

Wayne Silverman, Foodman's CEO who created Matzolah, understands the challenges the food service industry faces at Passover time. As a self-described 'foodie' for decades, Silverman, working with his wife Laura, developed his matzo-based granola so that he, his family and friends could eat something for breakfast and as a snack during the holiday that wasn't bland and boring. "Every spring Jews are asked to eat matzo daily for eight days and are prohibited from eating bread, some seeds, and most grain products, so I thought Matzolah was ideal," says Silverman.

Aron Streit, Inc., maker of Streit's matzos, is a partner with Foodman to bake and distribute Matzolah to national grocery chains. "We felt Streit's was an ideal partner," says Scott Gantwerker, Foodman's executive vice president. As a former executive in the corporate food industry Gantwerker knows both the business and spirit of enterprise required to make a product successful. "Streit's shares our purpose of providing innovative kosher products to the food service sector," says Gantwerker.



At the end of Koshersfest, Foodman team members Laura Silverman (l) and Scott Gantwerker (r) give Matzolah to Abie Bilgoray, who accepted the donation on behalf of the Masbia Soup Kitchen for victims of Super Storm Sandy.

