

## NEW YORK FOOD REVIEW 2014 AWARDS

# Foodman's Matzolah® Awarded Best Healthy Product of the Year

New York Food Review Magazine's 2014 Best Healthy Product of the Year Award goes to Foodman's Matzolah line of matzo-based granola that is kosher every day and for Passover. NYFR Editor-In-Chief Perry Edwards called Foodman's 100% natural Matzolahs—Maple Nut, Whole Wheat Maple Nut, and Gluten Free Cranberry Orange—"great alternatives to conventional granolas because of their flavor, nutrition, and innovative approach to kosher."

Maple Nut and Whole Wheat Maple Nut Matzolah feature almonds, pecans, walnuts, coconut, raisins, vanilla and are lightly sweetened with maple syrup, according to Foodman Executive Vice President Scott Gantwerker. The Whole Wheat version has 18 grams of whole grain per serving. Gluten Free Cranberry Orange, is also nut free "so it provides the operator an alternative to accommodate allergen sensitive customers, guests and residents," Gantwerker says.

"Matzolah's texture and stability in cereal with milk, over yogurt and ice cream, and its

versatility as an ingredient in creative new recipes impressed us," said Edwards. "When we considered the nutrition density, flavor profile, and versatility, we knew that Matzolah was a winner for food service use."

"Foodman's mission is to provide innovative, contemporary foods to the kosher consumer through the introduction of highly nutritious and delicious alternatives to the usual array of kosher products," said Wayne Silverman, President of Foodman. "We are honored to have received this recognition from NYFR, and are eager to provide our products to the food service industry."

Foodman is supplying restaurants, institutions, and organizations 15-pound containers as well as quantity purchases of its retail 10 oz. canister version. The Streit's Matzo Company distributes all three varieties of Matzolah to retail channels nationally and it is broadly available throughout the New York metropolitan area.



For information about bulk and canister purchase, and to receive samples, contact Wayne Silverman, President of Foodman, LLC, 404-343-1325, [wayne@FoodmanNosh.com](mailto:wayne@FoodmanNosh.com). Go to [www.FoodmanNosh.com](http://www.FoodmanNosh.com) for information and to make individual purchases.