

our COMMUNITY

Chanukah - December 2017

CANADA WELCOMES NEW CHALAV YISRAEL CHEESE COMPANY

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JCC Jewish Community
Council of Montreal

Conseil de la Communauté
Juive de Montréal



MESSAGE FROM THE DIRECTOR



Dear Friend,

Once again, it is hard to believe that winter is already upon us. The clock has changed and the excitement and buzz of Chanukah has commenced. As we light the Chanukah candles, which is a reminder of great miracles that happened to us, thousands of years ago, we are reminded of the protection and great miracles that the One Above creates for us, each and every single day. As we say in davening each morning, *"HameChadesh beTuvo bChol Yom Tamid"* He renews His goodness every single day, always". The appreciation we must have, when we wake up each morning is limitless. For all the goodness we receive, our children, our families and our health and our very breath, is not something to be taken for granted but is to be treasured each and every day, by the hour, minute and second. We look around and see many who are not so fortunate. This should serve as a stark reminder to appreciate all that we have.

Lighting the flames of the Chanukah Menorah is a symbol of what we should be doing for one another. All of us are examples of candles which need to be ignited. For eight days, we are given the opportunity to appreciate what Hashem has done for us. This character trait must continue for the entire year. We show our appreciation to Him by carrying out the Mitzvos which light up the world, learning and understanding the Torah which was given to us, as well as carrying out acts of loving kindness.

This Chanukah, let us all strike the match and choose at least one additional Mitzvah which we will perform with passion. We need a spark in our actions. Ohr Chodosh Al Tzion Ta'ir- in the merit of what we do and the goodness which we spread, we should merit the true light which will be brought to Zion, with the coming of Moshiach, speedily in our days.

Yours sincerely,

Rabbi Saul Emanuel
EXECUTIVE DIRECTOR

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WE ARE STRIVING TO SERVE YOU BETTER:

Should you have any suggestions, questions or ideas, or if you'd like to see an article written on a certain subject email kalmanemanuel@mk.ca

We'd Love to hear from you!



FIRST OF ITS KIND IN MONTREAL!

By Joannie Tansky



IMAGINE WALKING INTO A STORE

that is perfectly groomed, spotlessly clean and packed with merchandise. You feel as though you are in a New York supermarket, with delicious smells wafting throughout the store. Lo and behold, you are in Montreal at The Fooderie Market on Park Avenue just south of Jean Talon. It is Montreal's newest, upscale supermarket with a parking lot conveniently located right in front of the door.

As you enter the first set of doors, there is a large selection of very useful sale items. As the second set of doors slide open you are met with a visual cornucopia of colors and products that rival any wow factor.

When you begin your visit, on your left is an assortment of checked, neatly arranged and perfectly packaged vegetables. On your right is the bakery, with aromas that make you want to buy everything in sight. In the middle section, you will find fresh fruit and vegetables, stunningly set up as though they were arranged for a watercolor painting.

You stop your cart and just take in the sights. This store is in Montreal? Indeed, it is. The Fooderie Market has created a chic place to shop. Lest you fear that the prices reflect chic, think again. They are competitive and know the market prices. That is verified by the clientele who are flocking to the store from all corners of the city.

The meat section is clean and easy to navigate. As you walk throughout the store, you notice how easy it is to find products, as the shelves are not deep. Rather they are long and narrow enabling one to see at a glance what one is looking for. It makes for a shopping experience that can be quick or, if you are so inclined, slower and more methodical.

There is a glossy and sparkling clean fish department

with a background of stunning sea-blue tiles. The Fooderie Market has a vast array of plastic and paper products that rival any dollar store, including plastic plates that would look stunning on any table.

The huge dairy department is replete with many different cheeses, yogurts and other dairy products, again at competitive prices. Checkout is painless, quick and efficient. If you need help, the friendly staff is willing and able to take your bags to your car.

Can't cook one night? Your problems are solved with one visit to The Fooderie Market. The diverse take-out sections are a feast for the eyes, with many different cooked, tempting and delicious food. Sushi is your choice? Yakimono Mehadrin Express supply their heavenly and plentiful assortment of sushi rolls.

Can't get to the store? No problem. Their website is clear, easy to use and the Fooderie delivers everywhere! Cote St. Luc, St. Laurent, Hampstead, Westbury, De Vimy – literally all corners of the city.

If you are not comfortable online, don't worry! You can call the store and make a phone order which will be filled to your exact specifications. No order is ever too complicated for The Fooderie Market. Their mantra is that the customer comes first and that is the key to their business.

So, if you are looking for an exceptional shopping experience, nothing like you have ever had in Montreal, take a trip to The Fooderie Market. You will quickly become one of their regulars. Enjoy!

Their address is 6680 Park Ave just south of Jean Talon. Call (514) 279-3663 for phone orders. Online orders: <https://www.fooderiemarket.com>.



NEW RESTAURANT OPENS IN THE HEART OF OUTREMONT



LOCATED ON A QUIET, tree-lined street in Outremont, this trendy, intimate bistro-like café will beckon you to keep returning. The fun-loving, eclectic barista serving an espresso or latte makes your experience all that more enjoyable.

BAGETINOS opened their doors in August of 2017. This two-floor, dairy restaurant has the high standard mark of **Mehadrin**.

The spotlessly clean establishment is always buzzing with people and take-out orders. If you just want a cappuccino or espresso, you can grab it at the counter and sip it at the coffee bar. Looking for a full meal, you found the place.

Paninis, pizzas, omelets, falafel, salads, gratini, sandwiches, calzones

and bagels are some of the items on their extensive menu. If you are having a special event such as a Sheva Brochos or birthday party, or need a place to hold an important business meeting, the second floor holds up to eighty people.

Can't get there? Don't worry. You can call in your order and they will deliver it anywhere in the city. They are open Sunday thru Thursday from 11:00 a.m. thru 9:30 p.m. allowing you to have breakfast, lunch and dinner.

Now that we have changed the clocks and Shabbat ends early, make your way to Bagetino's for a great night out. Open one and half hours after Shabbat till the wee hours of the morning, it's a place where you can get delicious food in a fun, pleasant and charming atmosphere.

Bagetinos is located at 1239 Lajoie just east of Outremont Avenue. You can reach them by phone at (514) 885-5710. Take time to treat yourself at Bagetinos!

RESTAURANT

BAGETINOS

514-88-55-710



Kosher Minute

MAY I BUY MAPLE SYRUP WITH NO CERTIFICATION ON IT, AFTER ALL, ITS NATURAL?

The maple syrup is natural, but there are times when additives such as antifoam are added to the maple syrup and these require Kosher certification. Additionally, there are many flavored maple syrups currently being made, some which include wine and other ingredients. Therefore, the equipment which is used, would also have to be dedicated for Kosher production only. Thus, maple syrup requires a reliable Kosher certification.

CAN ONE WALK INTO ANY SUPERMARKET AND PICK UP FRESHLY CUT FRUIT; BE IT IN A BOWL, CUP, PLATTER, ETC.?

Although the establishment may confirm that they only use dedicated knives for the fruit, there is no control on this, especially in places where they also have other types of counters such as meat, deli, etc. The knife, if used in these departments with non-Kosher meat or non-Kosher cheese would then render the fruit, cut with the same knife, as non-Kosher. Therefore, pre-cut fruit and fruit platters are not recommended to be purchased without a reliable Kosher certification.

WHY IS IT THAT WHEN I BUY NUTS, SEEDS AND DRIED FRUIT UNDER THE (MK) PAREVE HECHSHER I COME ACROSS AN ALLERGEN WARNING STATING "MAY CONTAIN MILK, FISH, ETC.?"

This is an allergy warning only, due to the fact that many other items are packed in the same facility and the company is obligated to warn consumers who may be severely allergic to lactose, nuts, fish, etc. This is not a Kashrus issue and when the product bears a reliable Kosher symbol, they may be used with a Pareve designation.

MAY I PURCHASE POPCORN AT A THEATRE, FAIR, OR SPORTS EVENT? HOW ABOUT IF I TAKE A LOOK AT THE INGREDIENTS?

As there is no one supervising the popcorn machine on a constant basis, the theater may be using non-Kosher oils or other additives. Even if one sees Kosher oil at the time that one is there, there is no way to tell what was used previously on the machine. Therefore, this is not recommended.

MAY I BUY A GUMBALL FROM A GUMBALL MACHINE THAT HAS A LABEL OF A CERTIFIED GUM COMPANY? HOW ABOUT IF THE COMPANY LOGO IS PRINTED ON THE ACTUAL GUMBALL?

One cannot buy gumballs from a gumball machine unless one can identify that these gumballs are produced by a reliably Kosher certified manufacturer. If the emblem of the company is on the gumball and this company is in fact Kosher certified, then these may be purchased.



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(MK) - CANADA'S KOSHER CERTIFIER

Join the **TENS OF THOUSANDS** of Canadians as they delve into the all popular "Kosher Minute" – *One Minute a week, packed with the latest Kosher news and answers.*

SAY CHEESE!

NEW CHALAV YISRAEL CHEESE PLANT OPENS IN CANADA



by Joannie Tansky



JOE BITTON AND ARI LIPSEY are the proud owners of the Nature's Best brand, starting their partnership in this exciting venture four years ago. Their alliance was spawned when Joe, who had previously been in the dairy business, approached Ari and Nature's Best was born. From the inception of their company, they decided that their products would all be Chalav Yisrael, creating an umbrella that would encompass all Jews.



Ⓜ AND NATURE'S BEST CHEESE

Ari had been involved with Ⓜ a few years before starting Nature's Best Cheese and felt that it represented the broadest sector of the kosher community.

CHALAV YISRAEL

Chalav Yisrael refers to milk or dairy products that have been under constant Rabbinic supervision.

To ensure a product is Chalav Yisrael, Jewish law requires that in the production of dairy products, a Mashgiach or Jewish supervisor must be present from the beginning of the milking to the end of processing, to ensure that only milk from kosher animals is used.

Nature's Best Cheese uses milk that comes from the largest farm in Eastern Canada, with all their products emanating from a production plant in Ontario. The farm has an Ⓜ Mashgiach who is there for the complete milking.

Their mandate and focus is that the quality of their products must be perfect before on the market. If you noticed the great taste, it is because it took two years before they were satisfied with the quality. To have a consistent product, they must, and do, maintain a strict quality control. Joe and Ari have become craftsmen sharing their passion for making cheeses.

The cheeses are manufactured in an Ontario plant which used to do kosher runs on Monday and Thursday. They found this to be inefficient and decided to kosher the plant to Chalav Yisrael specifications. They will soon have the only plant in North America that runs Chalav Yisrael all year round.

QUALITY CONTROL

Their emphasis is on quality and as such, their cheeses have good shelf life. The re-sealable bags of shreds, for example, lets you enjoy the flavor of the cheese without having to worry about mold growth.

As the cheese facilities are not located on the farms, trucks filled with Chalav Yisrael milk are sealed at the farm and sent to the plant.

There are no additives in their cheeses, whereas Americans may add additives. The laws in Canada are more stringent and therefore the cheeses are always fresher as the due date is earlier than in the US.

Water and fat content also must be declared on the package and American products are not required to have that information disclosed.

NATURE'S BEST CHEESE PRODUCTS

This company has many cheese products including mozzarella, white and orange cheddar, muenster, mixes of those cheeses, low-fat mozzarella, feta, havarti, marble cheese, monterey jack and eventually edam, colby and gouda, fresh white and orange curds for poutine (the only ones who do this Chalav Yisrael).

Nature's Best is an all-natural product and therefore will not do American cheese slices as they are made with milk powder and not milk.

Their products are available in Montreal at the Fooderies, Maxi, Provigo, Metro and most pizza shops. In Toronto they can be found at Kosher City, Savers, Sobey's and No frills supermarkets. Their long-term plan is to get into all kosher stores all over Canada and when the plant is completely Chalav Yisrael they want to venture into the United States. Their cheeses are available in bulk and for retail sale.

They intend to do aged cheddar but, as they said, it will take time, as it is extremely rare to do such kosher aged cheese.

It is to be noted that the quality of milk produced in Canada is far superior to that of the United States, which means that our cheeses are far superior in taste. Did you know that to make one kilo of hard cheese you need ten kilos of milk? It's one of the reasons cheeses in general are more expensive than other food products.

GOALS

The main goal of Nature's Best Cheese is to give the consumer the best product at the best price. While competition is a good thing for both the producer and consumer, in today's market, Nature's Best cheeses are by far the best value on the market.



PAT YISRAEL & MK'S POLICIES

by Rabbi Zvi Hershkovich

IN THE FALL OF 2007, my wife and I hopped on an airplane and left Montreal to serve as the Rabbi and Rebbetzin in Stavropol, a city in Southern Russia. Stavropol boasts at least half a million people and has a sizeable Jewish community. Though finding and inspiring Jews was no challenge, getting kosher food, on the other hand, was not as easy. The religious community was small and disorganized. Meat orders from Moscow took 15 hours to arrive and wine had to be imported. For several months, the only bread we ate was the Challah my wife baked.

Some months into our Shlichut, I developed a close relationship with an Armenian baker who agreed to let me start the fire in his oven so that I could taste his famous Lavash. Lavash is a thin, laffa-like bread made with flour, water and salt, usually topped with sesame seeds. In 2014, it was inscribed by UNESCO as "an expression of Armenian culture." He encouraged me to use the lavash to wrap khorovats, which is steak cut into cubes. Let me tell you, that wrap was delicious.

But why did I have to light up his oven (at 4:30 in the morning)? What could possibly have gone wrong? The only ingredients were flour, water, and salt which are always Kosher! Allow me to introduce and expound on the concept of Pas Yisrael/Jewish bread as well as clarify the MK's policies on the matter.

A HISTORY OF BREAD

Ah, bread! A food that goes far beyond nutrition. Bread implies wealth. In English, "dough" is a synonym for money (as is "Challah" on Shabbos, in some Jewish households). A "breadwinner" is someone providing for his family and has little to do with bread (or raffles). You might say a breadwinner is "putting bread on the table." Sharing a meal is called "breaking bread" and productive agricultural regions are called "breadbaskets," despite the fact that they may be producing corn or fruit.

Bread is as old as the world itself. After Adam and Chava ate the forbidden fruit, G-d punished man, saying that "by the sweat of your brow you will eat bread." Noach invented the plough, which made it easier to produce grain, and Melkizedek the king of Shalem greeted Avraham with bread

and wine after Avraham's defeat of Kedorlaomer and his royal allies. Avraham himself offered bread to three angels who visited, and Sarah made cakes of fine flour. When Avraham sent Hagar and Yishmael away, they left carrying bread and water. Yaakov traded bread and bean soup with Esav for firstborn rights, and Rivka gave Yaakov meat and bread to take to her husband Yitzchak. Then Egypt became the "breadbasket" of the world during the great famine in Yosef's time.

Evidence of bread can be traced back to ancient Egypt, with loaves of bread laid out in the great tomb of Gebelein, remains of items used to make bread, and artistic depictions. When Bnei Yisroel left Egypt, there was no time for the bread to rise, and they ate unleavened bread (Matzah). In antiquity, uncooked dough was exposed to air, and gradually regions developed their own methods for making bread. Pliny the Elder reported that Iberians and Gauls (in what today is Spain and France) skimmed foam off beer to make light bread, and in other regions, a paste made of grape juice and flour was used.

Up to the 19th century, bread was often mixed with chalk, sawdust, plaster or clay in order to save on the cost of production. The British government took action in 1860 with food adulteration acts which gradually spread throughout the civilized world.

Ever heard someone refer to an invention as the "greatest thing since sliced bread?" What's so special about sliced bread? In 1912, Otto Frederick Rohwedder invented a machine that sliced bread, but bakeries were reluctant to use it, fearing their bread would go stale. That led to Rohwedder inventing a machine which wrapped the bread as well. Sliced bread quickly became a household word.

In 1961, the Chorleywood Bread Process, changed the development of bread, using a process that reduced the time taken to produce a loaf of bread. Traditional bread required dough mixed with yeast and numerous cycles of kneading and resting. Chorleywood uses intense mechanical workings of the dough and controls the gases touching the dough. Most large factories around the world use this process.

KOSHER PROBLEMS

A special blessing is made on bread (*Hamotzi lechem min ha'aretz*) in recognition of its importance in any meal. In fact, all food is considered "Tafel" (secondary) to bread in any meal, which is why you can make the blessing on bread and eat a five course meal without having to recite another blessing (until Birkat Hamazon at the end of the meal).

Canadian bread is predominantly made of wheat. As a grain, wheat is naturally kosher. However, one kosher issue can be the issue called "Yoshon." To simplify, flour used in baked items must come from wheat that took root in the ground before the previous 17th day of Nissan (ok, it sounded simpler in my head).

The Torah tells us that we can't eat bread, parched grain flour or parched kernels from a new crop until the Omer barley offering was brought as a sacrifice on the second day of Pesach. Forbidden new grain is called "Chodosh," and any grain which took root prior to the 17th of Nissan is known as Yoshon. Despite the fact that we no longer offer sacrifices, we still must wait until after the second day of Pesach before we can eat from the year's harvest.

Today, many Jews are lenient with regards to Yoshon, but as there is a significant segment

of our community that is stringent, the  ensures that Yoshon products are available and puts out a regularly updated "Yoshon" list.

Another potential kosher problem relates to leavening, the process that makes the bread rise. Most bread today is leavened with pure yeast, grown on molasses. Large bakeries use active yeast as well. These yeasts, plus the dry yeast often used in homes, may contain non-kosher ingredients and therefore require certification.

Many modern breads contain fats or oils (which may have also been used to grease the pans the bread is baked on). These ingredients may come from animals and therefore require certification. In addition, equipment used to make non-kosher products require proper Kashering.

Bread has two additional requirements. One is that all bread must be Pareve. This is to ensure that no one mistakenly eats a dairy bread with a meat meal or vice versa. Being that one of the primary ingredients in modern white bread is milk, this can be problematic. In fact, some provinces require a variety of white bread called "milk bread" to contain at least 6% milk! To avoid this issue, the  requires all bread to be Pareve, as well as the equipment used to bake it.

PAT YISRAEL

The other additional requirement is Pat Yisrael – the bread must be baked by a Jew. Daniel abstained from eating King Nevuchadnetzar's bread around 400 BCE. His stance was the first recorded instance of Pat Yisrael. In the Talmudic era (and possibly earlier), the Rabbis forbid Jews from eating bread-like goods baked by non-Jews in order to prevent assimilation due to the

socializing that occurs when baking bread.

Our sages recognized that, as a staple food, Pat Yisrael may not always be available and therefore allowed the use of bread baked by a non-Jew in certain instances. However, anyone who is careful to eat only Pat Yisrael is deemed especially meritorious.

Pat Yisrael can be as simple as having a Jew light a small fire in the oven. As long as the heating element or fire in the oven remains lit, the bread inside is deemed Pat Yisrael.

At the , Pat Yisrael means that either a Mashgiach turned on the oven and the oven remained at a minimum temperature, never going off or the Mashgiach ignited a heating element in the cavity of the oven which is connected to a light on top of the oven that informs kitchen staff if the heating element has turned off. The ignition switch has a lock on it and the Mashgiach is the only one holding the key.

In general, all baked products are Pat Yisrael, except for pretzels and dairy items that also aren't Chalav Yisrael. In other words, if someone for example bakes a dairy croissant that isn't Chalav Yisrael, it won't be Pat Yisrael either.

In Russia, getting kosher bread was a tedious task. Today we live in Canada, where thanks to the , we can find all kinds of breads – pita, baguette, brioche – that are Pat Yisrael.



NEW ERA OF HOPE FOR OUTREMONT!

by Rabbi Zvi Hershkovich

OUTREMONT. THINGS ARE CHANGING. The voters are no longer tolerating the intolerant. Spearheading this change is Mindy Pollak, who is Canada's first Chassidic female city councillor. She was re-elected as Borough Councillor for a second term under the banner of Projet Montreal, with a team driven to action, not words.

OUTREMONT: A CLASH OF CULTURES

Ashkenazic immigration to Quebec began in the 1830s. Jews from Poland entering the "New World" had to pay for their belongings through Montreal's custom duty collector, Louis-Tancredé Bouthillier. Bouthillier, who would later serve as Montreal's sheriff, bought a large plot of land in the Cote-Ste-Catherine area and built a magnificent brick house, naming it "Outre-Mont" (beyond the mountain).

The village of Outremont was named after this house, which still stands on Rue McDougall. The area was settled by the upper class of French Canadian society, and in the 1920s a large number of Jews moved into the area. Over time, much of the established Orthodox communities moved further west into Cote des Neiges and Hampstead, but the Chassidic community settled down in Outremont.

Quebec's "Quiet Revolution" took place in the 1960s and 1970s. One of the changes the revolution brought about was the secularization of a province that had been under the influence of strict Catholicism. As time passed, some of the Quebecers who fought for freedom from religion moved into Outremont, bringing with them a more radical approach to secularization.

Their neighbours: Chassidic Jews, standing out as examples of a confident religious group speaking a strange language. It was a clash of cultures.

BYLAWS START PILING UP

What if I told you Outremont was a part of the world where Jews are forbidden from building Synagogues? It is a place where children are restricted from going to Purim Spiel in groups and the burning of the Chametz is relegated to the edge of town?

Those and other restrictions targeting Orthodox Jews all exist in the Outremont borough. How did this come about?

In 2007, Pierre Lacerte started tracking alleged bylaw violations of his Chassidic neighbours and posting them on his blog. It was a good time to open a blog, considering the outrage of similar-minded neighbours after reports surfaced that Chassidim had paid for a local gym to tint windows facing a lane where students congregated during study breaks. He put his photoshop skills to use, posting comic-like images depicting Chassidim bribing politicians and stingy Jews digging tunnels under Outremont homes. He also spent a great deal of time tracking community leaders, following them around with cameras and taking photographs of porches, backyards and garbage disposal areas belonging to Chassidic institutions, private homes, and daycares.

He garnered a following of citizens who detest Jews, and they organized as a group, attending monthly council meetings, routinely pushing for more restrictive bylaws

targeting the Jewish community. They were very successful. After demanding that Chassidic philanthropist Michael Rosenberg be kept off a local interfaith committee, Rosenberg sued Lacerte for defamation, based on the offensive material on Lacerte's blog. When the judge ruled in Lacerte's favour several years later, he posted a crude photoshopped image of Rosenberg, his son, and a respected leader of the Chassidic community crucified in front of Outremont City Hall.

Lacerte received a boost in 2011 when borough councillor Celine Forget, who had been an opponent of the Chassidim since 1997, successfully campaigned against a minor proposed Synagogue extension. Forget also blogged against the Chassidim, though her posts were more subdued.

FRIENDS OF HUTCHISON

The complaints were piling up and the restrictions were making life more and more difficult for Orthodox Jews in Outremont. Borough council meetings were emotionally charged as several members of the Chassidic community and friends started attending and trying to stand up for themselves. But borough council only heard the voices from Lacerte's camp, supported by councillor Celine Forget.

In 2011, Leila Marshy, a non-Jewish, Palestinian woman living on Hutchison, received a flyer in her mailbox informing her about a Synagogue on her block that was planning to expand. The pamphlet encouraged her to join the campaign against the expansion, which would undoubtedly cause further traffic issues and the like.

Marshy spoke with a Chassidic neighbour about this and discovered that the extension was actually going

to be an addition of facilities. She watched Forget and Lacerte make the rounds on her streets, skipping any home with a Mezuzah. It was an unfair battle, she felt, and promptly started her own campaign supporting the Synagogue. She designed and printed her own flyers, distributing them door to door.

Chassidic neighbours responded emotionally. It was the first time someone had stood up for them and they formed a small group, distributing flyers together. Among the Chassidim was a young woman named Mindy Pollak, who formed a friendship with Marshy. When the extension to the Synagogue was rejected, the two decided to form a group and launched "Friends of Hutchison."

Believing that dialogue can lead to positive change, they hosted packed town hall discussions in the local library. These discussions were often emotionally charged (Lacerte tried to



Outremont's new Mayor Philippe Tomlinson



disrupt one of the meetings, which brought about a larger attendance at the next dialogue gathering), but it was the first time Chassidim and their neighbours spoke face to face, and it was eye opening on both sides.

PIERRE LACERTE VS MINDY POLLAK

The restrictions made life difficult for Chassidic residents of Outremont, but the neighbouring borough (Mile End) was an example of multiculturalism. A significant number of Chassidim live in the area, and there are no restrictions to their way of life. While the massive Chassidic community in Outremont is served by just four Shuls, there are over 10 Synagogues in the Mile End and they coexist with their neighbours peacefully.

Alex Norris was the Projet Montreal City Councillor for Mile End, and he was enamored with Friends of Hutchison. "He made a point to attend all our events and encouraged us throughout," Mindy Pollak told the JCC. "He's the one who convinced me to run as Borough Councillor."

Mindy pondered the idea of representing her district and her community. "It was a totally unexpected direction that someone was asking me to take," she recalled. "But at the end of the day, I realized

HIGHLIGHTED PIGS



Rabbi Saul Emanuel meeting US Homeland Security officers regarding travelers on Sukkot.



Chief Rabbi Weiss meeting with the Head of Shaarei Zedek Pediatric Neurology, and Editor of Talmudic Encyclopedia, Dr Steinberg of Israel.



Partial view of the crowd at the recent "Protect Our Children" educational event.

that if I had the opportunity to make a difference, how could I not take it? If I might help change something, how could I refuse? I felt like I was in the right place at the right time."

Despite future Montreal Mayor Denis Coderre addressing the Chassidic community directly in a plea to support his candidate, Pollak's real rival was Lacerte, running as an independent. It was a tight race, but Pollak won by 168 votes. Forget was re-elected, leading to a split Borough Council.

FORGET CELINE FORGET

Before Mindy Pollak arrived on the scene, restrictions on Chassidim were proposed, and then passed as bylaws. That changed. However, she had to deal with a proposed ban on new Synagogues, thinly disguised as a boost for business despite no studies being undertaken. The proposed bylaw went to a referendum and passed.

The next week, Valerie Plante, experienced in non-profit work, won the leadership race of Projet Montreal. The next evening, a group of non-Jewish neighbours organized a candlelit unity event in an Outremont park. "I asked Valerie's assistant if it would be possible for her to come," Mindy recalled. "I explained that it would be very meaningful after the referendum on the Shuls, and she came. It was the first event she attended as leader of the party."

For the 2017 election, Mindy Pollak ran again in her district. Philippe Tomlinson, an outgoing and friendly father of two who had previously served as Mindy's political attaché, ran for Borough Mayor. Pollak won her district decisively, as did Tomlinson. Projet Montreal's candidates won two of the other three seats closely, including Valerie Patreau, who defeated Celine Forget by 207 votes.

"I'm very happy that the citizens of Outremont chose a path of working together rather than conflict with no end in sight," said Pollak. "When I went door to door, people kept telling me how fed up they were with all the conflict."

The future looks bright for the Jewish community in Outremont. With a clear majority, Pollak will be able to affect real change. "One of my priorities is to work on the bylaws targeting the Jewish community. Some of the restrictions will be simpler to change than others, and we will do our best to make sure we are passing fair laws," she stressed.

One campaign promise from Projet Montreal's Outremont team was creating a roundtable format involving citizens from all sectors, including local experts in various fields. "We want to tap into our citizens and figure out together how to best move forward," said Pollak. "There's a lot of positive actions we can do together. The communication between the borough council and the citizens is going to improve tremendously."



LIONEL PEREZ

CITY COUNCILLOR PAR EXCELLENCE

by Joannie Tansky



WHILE LIONEL PEREZ is no stranger to politics, his new role as interim leader of the opposition will be a new experience and have a learning curve.

A lawyer by profession, he is now the only observant Jewish person to hold two positions in Montreal's civic politics: He is the interim opposition leader of the EDCM (Equip Dennis Coderre Montreal) and member of Montreal City Council for the Darlington district in Côte-des-Neiges-Notre-Dame-de-Grace.

As the interim head of his party, his main goal is to be able to affect a positive transition from the party of power to the opposition. His acute understanding of the inner workings of municipal politics, makes him the obvious choice for this task.

Perez was deeply moved by the strong participation of the Jewish vote in the election, as was brought out by the fact that he won his borough. It is obvious that the electorate in CDN/NDG were happy with him and, despite Coderre, voted him back in.

THE ELEPHANT IN THE ROOM

As his Facebook post-mortem of the election is on social media, it is fair game to discuss the election. In his words, "we must recognize that Project Montreal conducted an excellent campaign. They had a clear vision with well-defined messages. Their communications overshadowed those of EDCM."

He went on to say, "...while the mayor has accepted the ultimate responsibility for the loss, EDCM and his caucus



are all responsible for having miscalculated the depth of anger generated by the number of infrastructure works, the granite strains, the pit bull ban and Formula E race."

He understands his party had misread the population and ultimately paid the price. Lionel Perez however, does not have the time to wallow in self-pity. He is moving on and doing so very confidently, guiding his party to the next level.

MOVING ON

Regrouping his party will not be a simple matter and Lionel knows this very well. As leader right now, his job is twofold: consider all his members and become a strong opposition party. We are fortunate to live in a democracy where parties in power are held accountable for their actions and the opposition plays a crucial role. He and his party will look for accountability and transparency from Plante.

He is looking to bring in new, fresh ideas to council and City Hall. His focus was and still is advancing a better quality of life for all Montrealers. He was very happy to hear that as of now, Plante would like some members of the opposition to have a seat on the Executive Council.

While Perez's party is now relegated to opposition, he will continue to serve his community to the best of his ability, tuned into their needs and with the same pride he did when his party was in power.



RIDICULOUSLY DELICIOUS

by Joannie Tansky

YOU DECIDED TO EAT A HEALTHY BREAKFAST so you put some yogurt into a bowl and sprinkle it with Grandma Emily's Almond Vanilla Super Crunch Granola. Just as you sit down the doorbell rings. After a lengthy conversation, you go back to your breakfast, thinking that the granola will now be one big mush with the yogurt. It's not! The granola is still as crunchy as when you first added it to the yogurt! Welcome to one of Grandma Emily's delicious products, the ever-crunchy and healthy granola. Owned, since 2015, by Corey Eisenberg, who bought the company from the granddaughter of Grandma Emily.

HUMBLE BEGINNINGS

Emily was born in Syria and came to Canada in the early 1900's. She was an early proponent of healthy eating, feeding her family such things as dandelion and carrot juice. Grandma Emily inspired her granddaughter to a healthy way of eating and, as fate would have it, an event changed the family's life and business.

In the spring of 1997, an acquaintance needed an exceptional product for a breast cancer awareness breakfast for 300 people. Everything, she said, had to be donated. Emily's granddaughter, having just lost someone close to her from a similar illness, decided to support the cause and decided to make and donate her grandmother's granola.

She rented the facilities of a local caterer who was kind enough to allow her to use his equipment before 9 a.m. and after 5 p.m. It took her two weeks to cook the required amount for the charity breakfast and her one customer at the time helped her cover some of the costs. That breakfast went from 300 to 1800 people and was the catalyst for Grandma Emily to go from a kitchen business to an industry.

ENTER COREY EISENBERG

In 2015, Corey, a successful businessman, was looking to buy a business. He found out about Grandma Emily after looking into several business opportunities. Corey discovered Grandma Emily's excellent reputation for quality and service, and purchased the business. As an astute entrepreneur, Corey saw the potential in this small business and began taking it to the next level. The rest, as they say, is history.

Immediately after purchasing the company, Corey incorporated and trademarked the products. His learning curve had officially started.

THE PRODUCTS AND THE

For starters, the plant is HACCP (Hazard Analysis and Critical Control Points) certified. HACCP is a management system in which food safety is addressed through the analysis and control of biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption



GRANOLA & SNACKS!

of the finished product. The company has a quality control manager on staff to ensure that they are adhering to HACCP standards.

Astute businessmen are aware of the multi-billion-dollar kosher food industry. To make sure that their products reached the maximum amount of people, Corey understood he had to make his plant kosher. He called , recognized world-wide as one of the top Kashruth certifications.



Need a corporate gift? Look no further than Grandma Emily. Packaged in beautiful, organic, sleek moulds, their amenities are the perfect gift for loyal customers, friends or family. Offering multiple product types within numerous formats, customers can choose amongst a wide variety of snacks.

Looking for something bigger? Try their beautifully arranged gift baskets that come in various sizes.

Their products are available virtually all over the city from IGA and Metro to chains, independents and health food stores, spas, golf clubs and hotels. Grandma Emily has a presence in Montreal and far beyond.

WHAT GRANDMA EMILY SELLS AND WHERE TO BUY THEIR PRODUCTS

As Corey's learning curve grew, Grandma Emily has been able to penetrate more retailers and food service accounts.

Their products are organic and non-organic with some vegan products as well. They sell organic and non-organic granola cereals, eleven different kinds of granola bars in three types: organic, crunch and nutritive. Snacks come in varying sizes under Grandma Emily as well as Cool Mama snack packages.

Their snacks vary from a secret recipe of five different kinds of almonds to chocolate melange, biscotti, flax sesame mix, kamikaze mix which consists of tangy blend of peanuts, flax chips, soya sticks, sesame chips, almonds and rice crackers, wasabi peas and trail mixes.

THE FINALE: TASTE EXPLOSION

One of the hallmarks of Grandma Emily is the taste. The delicious mixes they create literally explode in your mouth. Eating a healthy diet is on everyone's mind today. This is made much easier by companies such as Grandma Emily, who take the time, in a caring and loving way, to create a product your entire family will love. Look for their products with distinct, clean and clear packaging in stores all over Montreal.

GRANDMA
Emily 



DONUT A DAY

2017 GUIDE TO MONTREAL'S BEST DONUTS!



Adar	5634 WESTMINSTER	514-484-1189
Beso	5497 ROBERT BURNS	514-387-0313
Best Simcha	1863 ST LOUIS	514-928-5424
Biscuiterie Nessa Cookie Factory	5475 ROYALMOUNT #128 &131	514-737-6887
Cheskie Bakery	359 BERNARD WEST	514-271-2253
Chez Daniel - Esposito	340 MARCEL LAURIN	514-747-6464
Cite Cachere	4747 VAN HORNE	514-733-2838
Coco Praline	11 SUNNYDALE, D.D.O.	514-685-2626
Creative Cakes by Ilana Cakes	5500 WESTBURY AVENUE	514-458-4279
Delicious Without Gluten Inc.*	90 BRUNSWICK BLVD	514-542-3943
District Bagel	709 LUCERNE	514-735-1174
Ernies and Ellies	6900 DECARIE	514-344-4444
ESB Creations	6124 COTE ST LUC RD	514-588-3613
Exception Bistro Resto	5039 QUEEN MARY ROAD	514-344-0508
Fooderie Market	6680 PARK AVE	514-279-3663
Fooderie Midtown	2865 VAN HORNE	514-737-0393
Homemade	6915 QUERBES	514-270-5567
IGA Cavendish	5800 CAVENDISH	514-482-4710
IGA Cote St Luc	7151 COTE ST LUC RD	514-486-3254
Irisistible	3855 DECARIE BLVD	514-488-8500
Kosher Quality	5855 VICTORIA	514-731-7883
La Marguerite	6630 COTE ST LUC RD	514-488-4111
Mimimelon Canada Inc.	2069 RUE SAINT LOUIS, VSL	514-737-6887
Montreal Kosher	7005 VICTORIA	514-739-3651
Montreal Kosher	2135 ST. LOUIS	514-747-5116
Munch Real Kosher*	5495 PARE ST	514-738-3600
One Stop Kosher	6735 DARLINGTON AVENUE	514-738-3207
Paradise Cachere	11608 DE SALABERRY	514-421-0421
Pizza Gourmetti	5795 VICTORIA	514-839-5050
Renfell's	2800 BATES	514-733-5538
Taty's Pizza	6540 DARLINGTON	514-734-8289
Westminster Gourmet	5458 WESTMINSTER	514-489-7111



WISHES YOU A HAPPY CHANUKAH!



*gluten free!