

Minute
Maid[®]_®

BRIDOR[®]
inc.

LIBERTÉ[®]

NESTEA

tutti Gourmet

KRISPY
KERNELS

VAN HOUTTE
CAFE

BURNBRAE
FARMS • FERME

DANONE

Cott

HELLMANN'S

Saputo

Leader in Kosher Certification since 1922



RESPECTED AND RECOGNIZED WORLDWIDE.

The leading choice for leading companies

Kraft

DAVID

POWERADE[®]

Bonduelle

Yum
Yum

FARM

Lantic

RESPECTED AND RECOGNIZED WORLDWIDE.

The leading choice for leading companies

HELLMANN'S
BRING OUT THE BEST!
TOUTES LES SAISONNAGES EN SAISON

Bonduelle

Cott

Sategourmet

Minute
Maid[®]_®

FIVE
ALIVE[®]

POWERADE[®]

Coca-Cola

NONN'S
THINaddictives
LIGHTLY SWEET & CRUNCHY

Cott

Nelson dairy

NONN'S
THINaddictives
LIGHTLY SWEET & CRUNCHY

NESTEA

KRISPY
KERNELS

BRIDOR[®]
inc.

LIBERTÉ[®]

Go Kosher, increase your sales!

The Brand

With over 800 companies and 45,000 products certified under , Canada's Kosher Certifier has set the standard in the world of kosher food for over seventy-five years.

The  logo on a product is the mark of trust coupled with the highest kosher standards. Our team of skilled professionals ensures an easy and pleasant experience when entering the vast and dynamic world of kosher food.

's Rabbinic supervisors and technicians are experts in the complexity of modern food production as well as the details of Jewish law. Companies across the globe seek out the , now the leader in kosher certification in Canada and one of the largest kosher certifying bodies worldwide.

Today close to \$34 billion of food products are kosher with \$3 billion in direct sales to over 8 million consumers who choose to eat kosher. Entering such a vast market can only expand your business and we at  consider ourselves your business partner and do all we can to promote your company and help you reach your goals.

The  logo assures consumers of the highest measure of kashruth, an invaluable asset to your company.

Get Certified!

The Kosher market is fluid and expanding at a rapid rate. With over \$150 billion in kosher products being consumed annually, this is a market with a long-term future. If you are looking to increase both your business and market-share, kosher is the way to go.

 - Canada's Kosher Certifier has a premier, recognized certification that will open doors for you worldwide. It is an investment that will increase and grow your market share, garner more favorable shelf real estate and enhance your product line.

We will support you in any way we can to achieve your goals. Our professional and experienced team is friendly, supportive, discreet, and knowledgeable. Our goal is to get your product on the market as quickly and efficiently as possible.

Together we can grow your business and are ready to work with you!



Confidentiality

Ⓜ is acutely aware that each company under our certification has a unique set of needs and privacy concerns. Globally, information is available with the click of a button.

Given these parameters, we are sensitive to the absolute necessity of confidentiality and trust. We have imparted this obligation to our employees, Rabbinic supervisors and coordinators assigned to a particular facility.

Our team of professionals and experts in the field are equipped with the most up-to-date technology and systems that ensure the privacy of our clients, guaranteeing the highest level of kosher compliance.

PREFERRED: The Ⓜ (Canada's Kosher Certifier) label is recognizable, transparent and unmistakable as a mark of trust for the global consumer. Leading brands such as Coca Cola, Van Houtte, David's Tea's, Hellman's, Saputo, Kraft and every conceivable type of company, large and small prefer the Ⓜ mark of trust.



SAFETY: Food safety has become a global concern, intersecting with the kosher industry. Cross-contamination issues, the rise in food allergies and food recalls play a crucial role in the increasing importance of kosher foods. Many food companies seek kosher certification to gain a competitive edge.



RESPECTED: Consumers and companies hold Ⓜ in very high regard appreciating and respecting its honest approach. Manufacturers, supermarkets, family businesses and start-ups are equally important, receiving the same caring and professional consideration.



EXPERIENCED: Knowledgeable, experienced, well-trained rabbis and technicians who work together with an efficient and skilled office create the ideal backbone for facilities and any situations that may arise. Our skilled inspectors in the field, both globally and locally, are crucial to the complex nature of kosher.



VISIONARIES: Ⓜ has cornered the kosher market with its cutting edge computer system geared exclusively to servicing their companies. Coupled with a kosher app and at the forefront of advancing kosher to the next level, companies seek out their expertise and proficiency.



Why Kosher?

Jews make up less than 2% of the North American population yet more than 40% of newly packaged food and beverage products in 2016 are labeled kosher. That number beats gluten and allergen free.

Kosher and trust is synonymous. When a product has a kosher stamp on it, especially one with a highly visible certification such as , the consumer knows the ingredients are accurate and authentic.

There are 1.5 million customers who buy kosher, 3.5 million non-Jews who buy kosher and 195,000 kosher products with more being added on a daily basis.

Over the past twenty-five years kosher food has developed into a \$12.5 billion industry. People look for a kosher symbol with the knowledge that the health and safety standards are impeccable, dependable and that there are no hidden ingredients derived from dairy or animal bi-products.

'All-natural' processed products also have a visible kosher symbol on the package. This is because the natural dyes and flavors listed in the ingredients may come from non-kosher species of insects and fish.

The Rabbinic supervisors add an extra level of cleanliness to the plants they monitor. As well, they ensure that products labeled dairy-free or gluten-free are in fact what they purport to be.

Kosher products are everywhere: in hotels, hospitals, universities, at sports games, in airports and shopping malls.

Kosher certification boosts your company's market share. Positioned next to a competing non-kosher brand, a kosher product will outperform by 20%. This data has remained constant even in the smaller cities; this is true across North America.

Tap into this large and growing market, expand your business and broaden your private label business. Go Kosher!

mk.ca



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MK Canada's Kosher Certifier



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