



## KOSHER AUSTRALIA PTY LTD

ועד לעניני כשרות דאוסטרליא

THE PROMISE OF THE HIGHEST STANDARD IN KOSHER CERTIFICATION

### **Announcement: Name Change Melbourne Kashrut becomes Kosher Australia**

In 1968, the Mizrahi Organisation set up a department to service the growing kosher needs of its community. The department evolved into Melbourne Kashrut in 1996.

To reflect our expanding reach and relationships that have been established across most Australian states and South East Asia, we have changed our name to **Kosher Australia Pty Ltd**.

Kosher Australia provides Kosher certification and supervision services to local and international food manufacturers, establishments and caterers. We also work together with local Jewish communities and schools to assist with educational programmes and sourcing of Kosher food.

Each year we issue the Australian Kosher Food Bulletin, the Kosher Food Service Guide, and the Passover Food and Medicine Guide.

Our Kosher certification has an excellent reputation throughout the world, being recognised by all major Kosher Authorities in Israel, Europe and the Americas, and as a preferred partner with the Orthodox Union (OU) and Organised Kashruth Laboratories (OK) in the United States.

Recent surveys of consumer buying trends indicate a sharp increase in the demand for Kosher food. Due to the rigorous nature of the Kosher certification and auditing, consumers around the world are demanding Kosher certification as an assurance of independent validation of the production process. This is borne out by the fact that 28% of all consumers in the U.S. indicate a preference for Kosher, and 60% of kosher food is bought by non Jewish consumers.

For Australian manufacturers, Kosher certification will become almost as necessary as a HACCP or ISO certification as the local market follows US and European trends. The new Free Trade Agreement with the US will only serve to increase the need (and urgency) for Kosher certification.

Thus in changing our name to Kosher Australia, we are reflecting our position as the leading Kosher food certification agency based in Australia.

While the name may have changed, the same passion, quality and personalised service that we have provided since 1968 will not only continue, but will continue to improve.

Should you have any comments or questions, please contact us on (03) 9525 9833 or by email at [wajsbortj@kosher.org.au](mailto:wajsbortj@kosher.org.au). Our website is [www.kosher.org.au](http://www.kosher.org.au). We are also listed by Austrade as a preferred supplier.

Note that these are valid symbols for our Kosher Certification:



Yankel Wajsbort B.Sc., CPIM.

General Manager

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