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KOF-K KOSHER犹太洁食认证来到FAIRWAY超市

全美认可机构的标志出现在所有Fairway门店的各部门和产品上

纽约(2012年5月) – Fairway超市, 一家标志性的超市, 一直是全美三州大都市区域-实际上也是美国最大的犹太食品供应商之一。(纽约州、新泽西州、康乃提克州三个州的交界处称为Tri-State Area三州地区)

事实上, 在拉比Avrohom Marmorstein (Mehadrin Kashrus总监) 的监督下, Fairway超市提供数千种犹太商品, 从肉类、家禽、奶酪和烘焙食品到咖啡、茶和传统的包装商品, 以及特色产品。

现在, Fairway超市正在兑现为成千上万正在寻找最好Kosher超市的顾客提供更高层次服务的承诺。Fairway已经联手美国最重要的犹太认证机构之一, KOF-K Kosher犹太洁食认证, 并大大扩展其在三州地区10个地点的犹太产品供应。

特别值得注意的是, Fairway超市和KOF-K将会在认证上进行合作, 对Fairway超市日益增长的众多自有品牌食品的选择和包装进行最严格的Kosher犹太监督。

这不包括数以百计的已经获得最严格犹太法律标准并已经获得全美认可的Kosher认证的食品, 包括 Kosher犹太肉类和家禽、精选烘焙咖啡、散装叶茶、烘焙食品(如, 法国长棍、面包、百吉饼到曲奇、蛋糕和派)、自由品牌初榨橄榄油和许多其他食品。

“我们与KOF-K新的伙伴关系, 是对我们所有的顾客,” Howie Glickberg, Fairway创始人的孙子说: “其中数以千计保持犹太传统的顾客在购物时会寻找KOF-K认证的标志。现在, 我们不仅能够满足他们所有的需求, 而且能够为他们提供一个更广阔的选择, 因为我们扩大了KOF-K认证的自有品牌食品和杂货。”

拉比Marmorstein补充说: “Fairway一直提供着犹太食品日益增长的选择, 我们很高兴现在可以为我们的顾客提供KOF-K标志, 所以他们能够放心了, 因为细致、精确和复杂的工作已经进入到了认证程序并且满足最高Kosher犹太标准要求。”

“Fairway, 像她的名字一样, 是非同一般的超市,” 拉比Daniel Senter, KOF-K Kosher犹太洁食认证首席运营官说: “因为我们的合作现在这个称呼将更加真实。”

Fairway超市在美国曼哈顿、布鲁克林、皇后区、帕拉姆斯、长岛、佩勒姆庄园、斯坦福和截至2012年6月的林地公园都有门店。欲了解更多信息, 请访问www.fairwaymarket.com

From: **FAIRWAY MARKET**

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KOF-K KOSHER CERTIFICATION COMES TO FAIRWAY MARKET *Nationally Recognized Agency's Symbol to Appear in Departments and Products Throughout the Store*

New York, NY (May, 2012) – Fairway Market, the iconic grocery store, has long been one of the tri-state metropolitan area's – and, indeed, the country's – largest purveyors of kosher foodstuff. In fact, under the supervision of Rabbi Avrohom Marmorstein, director of Mehadrin Kashrus, Fairway offers thousands of kosher items, from meat, poultry, cheese and bakery items to coffees, teas and traditional packaged goods, as well as specialty products.

Now, Fairway Market, is taking its commitment to serving its countless thousands of customers who are looking for the best selection of kosher groceries to the next level. It has teamed up with KOF-K Kosher Supervision, one of the foremost kosher certification agencies in the United States, and is greatly expanding its kosher offerings at its 10 locations in the tri-state area.

Of particular note, Fairway Market and KOF-K will be working together on certifying that many of Fairway Market's ever-growing selection of private label groceries are made and packaged under the strictest kosher supervision.

This is in addition to the hundreds of foods, including kosher meats and poultry, on premises roasted coffees, loose leaf teas, bakery items from baguettes, breads and bagels, to cookies, cakes and pies, private label extra virgin olive oils and many others that already meet the strictest standards of kosher law and have earned the nationally recognized kosher agency's certification.

“Our new partnership with KOF-K is all about our customers,” said Howie Glickberg, grandson of Fairway's founder. “Thousands of them maintain kosher traditions and look for the KOF-K stamp of approval when doing their shopping. Now, we will not only be able to meet all their needs, but will be able to offer them an even broader selection as we expand our KOF-K certified private label food and groceries.”

Added Rabbi Marmorstein, “Fairway has always offered an ever growing selection of kosher foods and we're thrilled to now offer our customers the KOF-K symbol so they can be assured that painstaking, precise and complex work has gone into certification process and the highest kosher standards have been met.”

“Fairway, like its name says, is like no other market,” said Rabbi Daniel Senter, COO of KOF-K Kosher Supervision. “This is even more true now because of our partnership.”

Fairway has locations in Manhattan, Brooklyn, Queens, Paramus, Long Island, Pelham Manor, Stamford and as of June, 2012 Woodland Park. For more information go to www.fairwaymarket.com