

ADVERTORIAL

“Please Pass Over the Fish!”

By Esther Kohn

This Passover season, kosher shoppers will choose from a greatly expanded line of kosher-for-Passover products, ranging from old-fashioned gefilte fish to home-style broccoli pancakes. Traditionally served at the Pesach Seder meal, gefilte fish is now available for Passover in a tasty salmon version, as well as sugar-free, regular, and convenient twin-pack options.

Produced by Ungar's, a family-run company, the all-natural gefilte fish is made using old European recipes and the freshest of ingredients, with no preservatives, artificial flavors or colors. The fish are taken from cold, clean northern waters for freshness and low mercury content, and they are government-inspected.

Look for the red border on the label and the kosher-for-Passover, non-gebrokts certification of the Orthodox Union and Rabbi Mordechai Ungar from Mechon L'kashrus in the lower right-hand corner. (*Chametz* labels are edged in blue.) Quick and easy cooking directions are included with every roll of fish.

For over 28 years, Ungar's gefilte fish has been rated no. 1 and consistently makes the best-selling product list wherever it is sold. Ungar's is run by noted cardiac surgeon Dr. Peter Praeger, who is also the founder of Dr.

Praeger's Sensible Foods.

“Every time Passover came around, I would ask my wife what was for dinner, and it was always flanken or chicken,” Dr. Praeger remembers. “And for lunch I'd have matzah with a piece of cheese or tuna fish.”

Not anymore. Seven of Dr. Praeger's all-natural frozen products are certified kosher-for-Passover/non-gebrokts by the OU and Rabbi Ungar. Passover items have “Kosher for Passover” printed on the front of the box.

Producing products that adhere to the strictest Pesach kashrus requirements is not so simple. Before Passover production begins, 50 employees clean and scrub the equipment 10 hours a day for two weeks, overseen by two supervising rabbis.

For Pesach, a crunchy potato crust is used for the fish fillets, fishies and award-winning fishsticks. Also available are spinach, broccoli, potato and sweet potato pancakes. All are gluten-free and contain only natural ingredients, with no preservatives or additives. In keeping with Dr. Praeger's high standards, they are heart-healthy and low in sugar, cholesterol and saturated fats.

Ungar's Gefilte Fish and Dr. Praeger's Sensible Foods are available at your local grocery or supermarket all across the U.S., as well as in England, France, Israel, Switzerland and Peru.

Hundreds Turn Out in Support of West Side COJO At New York Historical Society

Tribute to United Nations International Holocaust Day

By Ezra Friedlander

The Council of Jewish Organizations on the Upper West Side, an umbrella group comprised of over 30 community-based synagogues, Hatzolah, outreach and charitable entities, celebrated the growth of this vibrant community by hosting a legislative breakfast at the prestigious New York Historical Society. Its purpose was to bring together a cross-section of the religious, political, business and communal leadership of New York City, to pay tribute to and recognize several outstanding individuals for their commitment to enhancing the quality of life in New York City, and in particular of the West Side Jewish community.

Under the able leadership of its president, Ohev Zedek's Rabbi Allen Schwartz, and its chairman, Michael Landau, West Side COJO is the voice of the ever-growing Orthodox Jewish community on the Upper West Side. It represents varied issues of concern to the government community and facilitates assistance when needed. The institutions constituting West Side COJO are among the most generous



L-R: NYS Comptroller Tom DiNapoli; Assistant Chief Raymond Diaz, Commanding Officer, Patrol Borough Manhattan North; Honoree Sheldon Fine; Breakfast Co-Chairman Carey Wolchok; Michael Landau, Chairman, West Side COJO; Rabbi Allen Schwartz, President, West Side COJO; NYC Comptroller William C. Thompson Jr.; Malcolm Hoenlein, Executive Vice Chairman and CEO, Conference of Presidents of Major American Jewish Organizations; Honoree Manhattan Borough President Scott Stringer; Bronx Borough President Adolfo Carrion, Jr.; Breakfast Co-Chairman Eddie Lowenthal.

and civic-minded in the City when it comes to serving the Jewish community.

COJO Chairman Michael Landau introduced a special commemorative omnibus stamp issue in recognition of U.N. Resolution 60/7, which designated January 27 as an annual Holocaust Remembrance Day. Mr. Landau then welcomed the

presence of approximately a dozen U.N. ambassadors with whom he worked to pass this resolution. Greetings in their honor were delivered by Malcolm Hoenlein, Executive Vice Chairman, Conference of Presidents of Major American Jewish Organizations.

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