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KOSHERFEST 2008 TELEVISED NATIONWIDE ON SHALOM TV

Largest annual exposition of kosher food in the world

December 12, 2008 (Fort Lee, NJ) -- For cable subscribers hungry for the holidays, Shalom TV--American Jewry's national cable television network--celebrates the season with a television "taste" of Kosherfest 2008, the world's largest trade show for the growing kosher food industry, from December 14 through December 20.



Kosherfest is an annual favorite with our viewers, and we're pleased to be able to bring the fun and wonder of this festive and innovative showcase to more than 21 million homes across the United States," remarked Shalom TV President Mark S. Golub. "Since our last visit to the kosher exposition, our network has been added on Time Warner, Verizon FiOS, Cox, and Buckeye cable systems, making this the largest Jewish video service in the history of American television."



Among the vendors featured in the Shalom TV production are Broadway star Mike Burstyn and Sharon Lebewohl of the Second Avenue Deli; Morty Herzog of Kedem; Paul Bensabat, Alain Bankier, and Bruce Bossidy of Manischewitz; and Linda Hausberg of Linda's Gourmet Latkes. Interviews with Nora Schultz of Naturally Nora, Santiago Umaschi of Cachamai Tea, Gitelle Steinfeld of the Kosher Cook, Haidi Biala of Oxygen Imports, and Kosherfest founder Menachem Lubinsky are also included.



Celebrating its twentieth year, Kosherfest boasts the largest representation of Israeli food companies and buyers of any international show. Held at the Meadowlands Exposition Center in Secaucus, New Jersey, the entire show floor is kosher-certified, with more than 300 exhibitors from 28 countries promoting the latest and best products and services in the industry.



"For people who are interested in kosher foods, or are simply curious about the dietary laws of *kashrut*, our Kosherfest coverage is a terrific way to learn about array of kosher foods that are readily available in mainstream supermarkets and large discount chains," added Rabbi Golub. "There's also an opportunity for viewers to get a sneak peek at some of the newest products that are now making their way on to the shelves."

According to Lubicom Marketing and Consulting, there are 11.5 million kosher consumers in the US participating in a \$12.5 billion market. More than 110,000 products are kosher-certified, with an average of 17,000 available in supermarkets. The number of year-round kosher Jewish consumers is estimated at 1.25 million.

Available in more than 21 million homes nationwide as a free Video On Demand service, Shalom TV presents feature films and documentaries, news and public affairs programs, original series on Jewish learning, and shows for young children. The cultural network, based in metro New York City, maintains a Web site at www.shalomtv.com.

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