

GOURMET NEWS

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First Timers Rake Up Kosherfest Awards

by Anna Wolfe

SEACAUCUS, N.J., Nov. 21, 2008 --Zelda's Sweet Shoppe, a first-time exhibitor, took home the Best in Show award at the 20th annual Kosherfest for its Southern Pecan Pie.

The Skokie, Ill., based bakery won the Best Desserts, Candies Cookies or Crackers category plus two other awards--Best Snack Food for its Caramel Corn series and Best Packaging/Design for its Brittles and Toffee series.

Bill Springer, with Diversified Business Communications, the producers of Kosherfest, said "Zelda's--the thing about her products is that they're just beautiful. She's put a lot of creativity and professionalism into her products. They taste great and look great," said Springer.

"In the kosher market, if you come up with a great tasting product that observes kosher rules" and is unique to the market, such as Zelda's Southern Pecan Pie, "you'll have a home run," said Springer.

The Kosherfest new product awards are an added boon to suppliers marketing their products in today's competitive market.



Zelda's award winning Caramel Corn series.

"Really, if you win one or more Kosherfest award, it really gives you attention and people want to seek you out," Springer said.

This year's show at the Meadowlands Convention Center here Nov. 11-12 featured 300 exhibitors, was sold out and filled 32,000 square feet.