

# Everyday Kosher Cooking: Taking Kosher Cooking to the Next Level

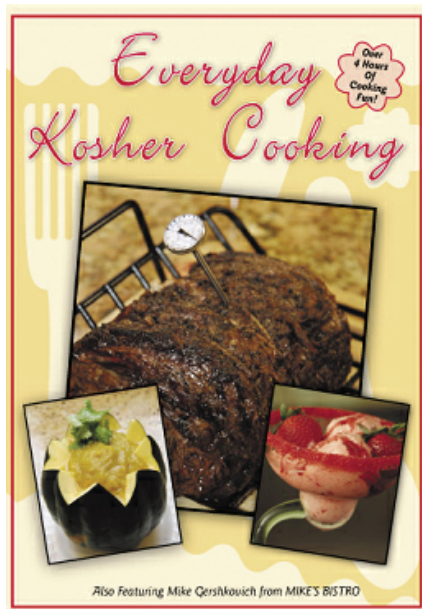
In every home, learning to cook used to be a family affair – secret recipes and techniques were passed down from mother to daughter. Eventually people started publishing their recipes, ushering in the era of the cookbook. Today, some estimate the cookbook industry to be worth close to \$350 billion, and huge corporations, professional chefs, and studio photographers coordinate large, beautiful books with colorful pictures and delicious recipes, even for niche markets like kosher consumers.

Now, cooking shows are all the rage. Recipes are not just written down. They are demonstrated step-by-step, where viewers can understand and remember how to do each step properly, and usually enjoy the tips, humor, and personality that the chef adds to the show, none of which can be translated well into a cookbook.

Everyday Kosher Cooking is a high level video production that brings kosher cooking into the 21<sup>st</sup> century. “My wife and I went to some live cooking shows and food tasting events right after we got married, and I thought about a video product for people who were interested in cooking that they can watch instead of read, and really learn a lot.” Says Adiel Lejbovitz, producer of Everyday Kosher Cooking.

As the idea gained momentum they

were able to put together a first ever video production with neighborhood personalities Chaia Frishman, owner of Fruit Platters and More; Naomi Nachman, better known as The Aussie Gourmet; Nechama Katz, owner of



Elite Caterers; Riki Fishbein, food demonstrator; Rikki Katz, student at Brooklyn College and food enthusiast; and Mike Gershkovich, owner of Mike’s Bistro, a five-star restaurant on the Upper West Side of Manhattan.

“We didn’t want to get just one chef and let them demonstrate their favorite recipes. We wanted to offer a variety of chefs who each have a unique style and

way of connecting with the audience. What’s really great about this is that someone can put this DVD in a laptop or DVD player and cook alongside their favorite chefs right in the kitchen!”

Their newly finished DVD, “Everyday Kosher Cooking: Volume 1” rolled off the presses just in time for Chanukah. It has 24 recipe demonstrations, each with a printable recipe that is available on the DVD. In the bonus features that are on the DVD, chef interviews, knife skills, behind the scenes footage, and even a 3-minute ‘What is Kosher?’ section is available. With over 4½ hours of content, this DVD makes a great Chanukah, wedding, or ‘everyday’ gift for any food enthusiast or cooking lover on your list. You might even want a copy for yourself. Just pop it in a computer or DVD player and notice how much more enjoyable your Everyday Kosher Cooking will become!

“We worked so hard to make sure that it included much more than just recipes, but also many extras with tips and tricks. It had to contain all the stuff you can’t get from a pretty cookbook.”

Their new disc is at [www.everydaykoshercooking.com](http://www.everydaykoshercooking.com) and available at Judaica stores by Sameach Distributors 1.888.3 SMEACH or 718.298.6769