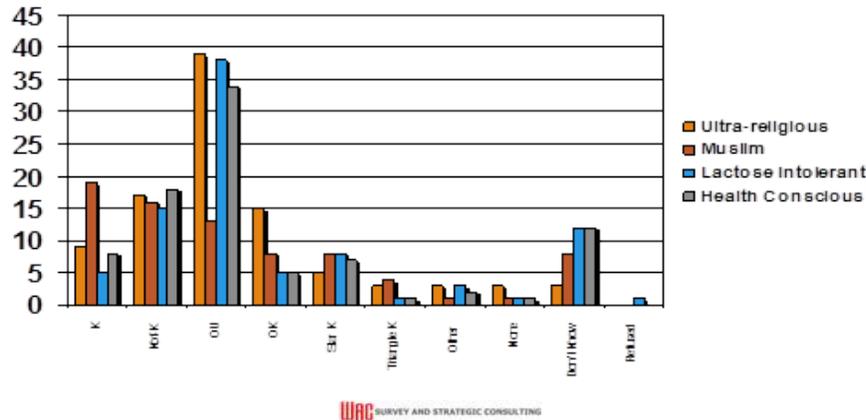


WHY OU KOSHER?

- a. OU Kosher certifies over 900,000 unique products, produced in 8,000 facilities in 80 countries in the world. 14 out of 15 of the top non-meat food manufacturers (by sales) in the U.S. are OU Kosher clients, including Ferrero, Pepsico, Nestle, General Mills, and Unilever.

In addition, supermarket brands such as Aldi, IGA, SUPERVALU and Wal-Mart have demonstrated a strong preference for OU Kosher on their own branded products.

In a recent survey, kosher consumers indicated that if all things were equal, they would purchase an OU certified product before a similar product certified by OK.



This data indicates that kosher certification is not a commodity item. Choosing a kosher certifier can make a big difference to a company's sales. This explains why, as can be seen in the example in the chart below, the overwhelming majority of products on supermarket shelves are certified by OU Kosher.



Kosher: Private Regulations in the Age of Industrial Food by Timothy D. Litton, Harvard University Press, 2013, pp. 74-76.

- b. OU Kosher is committed to providing excellent service. We combine the expertise and power of the world's largest kosher certifier with a nimble and responsive customer service team.
- c. OUDirect, our online, secure account portal is the envy of the kosher business. With 24/7 account access, OU Kosher clients may access customizable kosher certificates and

financial information at any time. Plant personnel can easily and quickly make changes to their kosher raw materials and certified products lists, saving valuable employee time. All such documents are instantly available on the easy-to-use online interface. OUDirect access also allows access to the world's largest database of kosher-certified ingredients (called the UKD), making sourcing easier.



- d. In addition to the marketing benefits and world-class support provide by OU Kosher, we also deliver added value to our clients. As a result of OU's charitable works, we are connected to the kosher market in a manner that no other kosher agency is. Our online presence, including 40 websites and numerous Twitter and Facebook accounts can be put to use for your company to inform kosher consumers of new products or exciting offers. We can also feature Post Consumer Brands in our online industry journal, *Behind the Union Symbol*. There are no fees associated with these services.