

HKC WILL CERTIFY THE CROWN MARKET'S BAKERY

HKC ALSO TO SUPERVISE CROWN MARKET'S NEW FRESH GLATT KOSHER MEAT DEPARTMENT

The Crown Market is pleased to share that effective October 10th, the Hartford Kashrut Commission (HKC) will endorse and certify as kosher the **Crown's in-store bakery. In addition, a new glatt kosher fresh meat department will be established.** The HKC will supervise the cutting and packaging of a variety of Glatt Kosher cuts of fresh meat. "We were made aware of some of the community's desire for The Crown to offer meat and other items under HKC certification, in addition to our already high standard of Kashrut, during the focus groups we hosted shortly after assuming ownership of the store," shares Marc Bokoff, owner of The Crown Market. "We listen to the needs of our customers, and are delighted to share this news in light of recent market changes that will leave our community without local access to fresh Glatt Kosher Meat and other items, at least for some time."

Rabbi Yitzchok Adler, of Beth David Synagogue in West Hartford, chairman of the HKC, echoes Marc's comments, "HKC and The Crown shared a common agenda — to serve the broadest array of local customers who want access to a variety of fresh and international kosher food products. We are both pleased to announce that we have fulfilled that objective."

The HKC certification of the in-store bakery and Glatt Kosher fresh meat (as well as pre-packaged chicken) will be **IN ADDITION** to the current Hashgacha certifying other supervised departments, under the supervision of Rabbi Marshall Press. "I am pleased that the Crown has agreed to fill a potential void in the community and I am happy to continue, as I have for the past 15 years to be a part of the Crown's service to the community", said Rabbi Press.

"This Fall, The Crown Market celebrates 70 years of being "The Good Food Store, and today's announcement represents the Crown's Commitment to continue its 70 year tradition of service to the Jewish community with quality kosher food" concludes Marc. "In addition to the 70 acts-of-kindness and other promotions we have underway, integrated HKC supervision as part of this milestone feels very right. We are a store with strong community relationships, therefore being able to expand our relationships has significant value."