



Stir the Pot

Stir the Pot – a Monsey Mevasser exclusive column created in the best of taste. The new column will feature the recipes for success shared by food entrepreneurs who create a stir through food and flavor sensations enjoyed throughout the Greater Monsey Area and beyond.

BY M. C. MILLMAN

Tnuva USA Sales Director, Nir Dubnikov speaks with the Monsey Mevasser about Tnuva, its history and connection to the Monsey community and the quest for the ultimate, satisfying dairy experience.

How long has Tnuva been a part of the Monsey community?

Tnuva has been active in the tri-state area for the last 16-17 years in various sales points. That includes mom-and-pop stores, regional kosher chain stores, as well as in the kosher aisle in mainstream and national chains. We aim to provide the kosher consumer with the highest quality dairy products and frozen, oven-ready baked goods. Most of our products are under the supervision of the Badatz Vaadat Mehadrin, launched by the geonim zt”l, Harav Vosner, and Harav Elyashiv, although we recently launched a series of sliced semi-hard cheeses under the supervision of the NSK. We also carry items under the supervision of the Badatz Eidah Charedit.

How do Tnuva’s products compare to local brands?

I’d like to relate to two parameters: price and quality. Although we make sure to keep Tnuva competitively priced, some packages of hard cheese slices may appear to be more expensive. The savvy consumer will realize, however, that this is only a function of package size; US-produced sliced cheese is sold in 6-ounce packages while Tnuva cheese comes from Israel in packages of 200 grams— equivalent to 7.05 ounces. That means the package may cost more, but ounce for ounce, the price is actually the same.

Our quality puddings are being sold in four-packs, while others are being sold as single units. Still, comparing “cup to cup,” Tnuva puddings are more than competitive.

Incidentally, we’ve recently launched a special line of Tnuva cheese under the NSK hechsher, which is sold in 6-ounce packages and are sliced here in the US at a state-of-the-art facility.

As the biggest kosher food manufacturer in the world, Tnuva has a major commitment and responsibility to deliver goods of the highest quality. Tnuva actually has one of the strictest quality control and quality assurance protocols that exist, with products arriving in the US tightly sealed, in temperature-controlled and atmosphere-controlled conditions.

Our quality control extends even more so to the cheese that we slice locally. Each production line is checked three times: before it gets to the slicing facility, during the



slicing, and again after slicing. Compare that to industry standards, which require that the product undergo a quality check only once every six months!

What are Tnuva’s most popular American products?

That’s a tough question; they are all doing amazingly well. The Feta series, also sold in Costco, is, by far, our bestseller. That includes the Light Feta and especially 100% Sheep’s Milk Feta. All our Feta cheese is produced in the traditional, old-fashioned way for a genuine artisanal cheese, which competes easily with mainstream Greek Feta. Next would be the sliced semi-hard cheeses – Edam, Edam Light, Smoked Edam, as well as Muenster

and Swiss, also available in light varieties.

Our Quark Soft White Cheese, available in 5%, 3%, and 9%, is steadily gaining in popularity. Made from just two ingredients, milk and salt, this better-for-you item really has no local equivalent. Our soft cheese is highly recommended by dietitians and diet coaches due to its low fat and high protein and calcium content. The same is true for our Mediterranean Labaneh, which similarly rides the wave of “clean eating” and the Mediterranean Diet.

Puddings have seen a comeback in the general market, and our puddings are up there with the best of them: our chocolate, vanilla-chocolate, chocolate with vanilla mousse (which has the Badatz Eidah Charedit hechsher). Then we have our top-of-the-line YOLO dairy desserts. Produced

with 70% milk and fine chocolate, YOLO is pure indulgence.

In the last year and a half - even before COVID but especially during lockdown - our frozen Maadanot oven-ready pastries have seen a steady rise in popularity. With more and more people baking at home, seeking comfort food, and eager to sample ethnic cuisine, the Maadanot Bourekas, Malawah, Jachnoun, along with the different types of rolled dough, fill that need, especially in the Monsey area.

How does Tnuva give back to the community?

Tnuva Group operates out of a sense of responsibility to the community in which it lives and works. The Group operates a dairy established under a vision of protecting the environment and recycles all dairy products. In addition, Tnuva is active in and contributes to the community, both by donating food and through innovative projects.

How would you like to expand your American line so Monsey can experience more of your products?

We have many ideas in the pipeline and hope to branch out with a variety of different products. In the meantime, we will continue to broaden our local hard cheese slicing and packaging enterprise since this gives us greater flexibility to get the right products at the right time to the market.

What do you feel the future holds for Tnuva?

For the moment, we are looking forward to our partnership with the Monsey Mevasser for our Creative Cooking with Tnuva contest. For details on how to participate, turn to page 71.

We also have some new products coming down the line. One product we will be launching in the very near future is a delicious spread called Zees. It will be under the stringent kashrus supervision of the Badatz Eidah Chareidis. Zees, which comes in four delectable flavors: chocolate, chocolate hazelnut, white chocolate, and cookies and cream, has no equivalent in the mehadrin kosher category.

Stir the Pot features the recipes for success shared by food entrepreneurs who create a stir through food and flavor sensations that are enjoyed throughout the Greater Monsey Area and beyond. Know of a food entrepreneur Monsey Mevasser readers are going to love reading about in Stir the Pot? Send an email to mcmillman@MonseyMevasser.com with contact information for a future column feature.