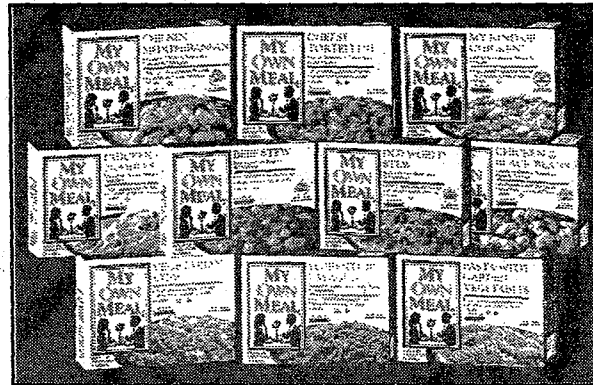


Shelf Stable “My Own Meals” Fills Void in Kosher Market: Debut at Kosherfest '99

By A. Levy

Most prisons, whether federal or state, make accommodations for a growing prison population who request kosher foods. Prison officials say that Jews, many not practicing Orthodox Jews, and Muslims, are amongst the incarcerated who eat the kosher meals. In most cases, the meals are the common frozen airline meals, which are kept in prison freezers and heated in microwave ovens. But in rare cases where such accommodations are not available, prisoners have discovered

refrigeration or freezers. The company offers a variety of meals including several varieties of chicken, beef stew, cheese tortellini, vegetarian stew, florentine lasagna and pasta. Each of the meals comes with an assortment of side dishes.



My Own Meals is discovering that its products can be marketed well beyond the kosher market. Recent flooding from Hurricane Floyd sent New Yorkers searching for ready-to-eat, prepared meals which did not require power to cook or water to reconstitute. Office workers who eat lunch in, business travelers, vacationers, campers, active families, and families with parents in special care or with students away at school, are frequent customers.

My Own Meals is introducing its meals to



the broader kosher market at Kosherfest '99. All of its products are under the strict rabbinical supervision of Rabbis Aaron and Moshe Soloveichik (Organization of Orthodox Kashruth Supervision).

The company previously used its expertise in refrigeration-free meals to create and provide the first kosher ration in US military history. Since 1996, Jewish soldiers in the military have been able to follow religious dietary laws while serving their country. “We started the process in 1991. It took almost five years of working with the Pentagon, chaplains, religious organizations and military agencies to establish,” explains Mary Anne Jackson, President. Jackson adds: “Now with our 100% on-time delivery history and high soldier approval, they know they made the right decision.”

As home replacement meals and other prepared meals continue to grow in popularity, the best is yet to come for My Own Meals.



My Own Meals, manufactured in Deerfield, Illinois.

Unlike most prepared meals, My Own Meals, are shelf stable and do not require