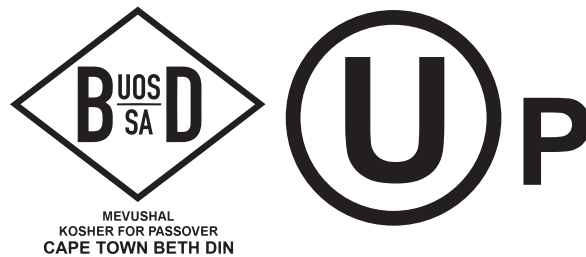


AN INTRODUCTION TO KOSHER WINES

BACKGROUND

Backsberg's Kosher range celebrates the Lithuanian Jewish heritage of the Back family. For wine to be considered kosher it needs to be produced according to Judaism's dietary laws, "kashrut". Kashrut emphasises the avoidance of certain ingredients, none of which are normally used in wine production, but it also restricts the handling of food and beverage items. In this case, wine may not be produced by an individual of non-Jewish faith.



In order for kosher wines to be sold commercially, the hechsher, or "seal of approval", is essential to its classification. Approval may only be given by a rabbi, an individual from the Orthodox Union, or by a Mashgiach, an observant Jewish supervisor. Backsberg Kosher wines are made under the auspices of the Cape Town Beth Din and the OU of the United States. The wines are Mevushal and are Kosher for Passover.

WINEMAKING

- The fruit is brought in from the vineyard, sorted, destemmed and crushed. From the moment the berries pass through the crusher and the juice exposed, only the mashgiach may handle the equipment and juice. Throughout the process, all the tanks and equipment are labelled with kosher seals to avoid tampering.
- Kosher enzymes and yeasts are added to the juice and daily pump-overs are done by the mashgiach during fermentation. When fermentation is complete (for the Chardonnay) and after maceration and pressing (for the red wines), the wine is flash pasteurized at 82°C and is then considered Mevushal. This allows an individual of non-Jewish faith the ability to handle the product and for it to remain kosher.
- Our mashgiach oversees the process until the wines are bottled and labelled. Once a year a member of the Orthodox Union visits from the United States to inspect our constituents and certifications.

