



NO NEED FOR WIKILEAKS TO DISCOVER A&B'S BEST-KEPT SECRETS

ROCKY BEGINNINGS

It all started in the winter of the 1970s. Mr. Benjamin Berger and Mr. Abe Koth joined in partnership to assume ownership of a small fish store in Monsey, NY, which had stumbled upon rough times. Named **A&B** by Abe's eleven-year-old daughter Miriam (A for Abe and B for Benjamin), they opened their doors by serving the existing customer base and hoped for the best.

As they were inching their way into the field, it seemed they had struck gold. On a sunny June day, they received a large order of fish for a big wedding. The caterer requested an amount of fish that was more than double what they had sold in an entire week. The catch was to fill the order on time, for it had been ordered last minute. Wholesalers were quickly contacted, and after pulling some strings, the proper amount of fish was procured. After the rush of cleaning and slicing the fish, they received a shocking phone call that the order had been cancelled. The difficult truth slapped them in the face, but they didn't lose themselves. Accepting the

Ribono Shel Olam's will, they said *gam zu l'tovah*.

It was late on a Thursday night. Abe and Benjamin were faced with a frustrating dilemma. What could be done with so many slices of fish? Then Abe got creative and came up with an inspiring idea: Why not use these slices of fish to create ready-frozen gefilte fish? He patiently skinned and de-boned each slice, then fed it into the grinder. That night, he brought the ground fish home. Taking out his wife's Kitchen Aid mixer, he added ingredients, mixed, tasted and mixed some more. Finally, when the taste and texture seemed right, he measured even amounts onto wet parchment paper, rolled them up and stuck them into the freezer. By morning, Abe had a nice amount of frozen loaves. He took out the Monsey phone directory and began calling his customers, asking if they were interested in the new concept of purchasing frozen loaves. One by one, he sold them until finally the entire batch was gone. The customers who tried the gefilte fish went bananas! They begged for more! Thus, with the help of Hashem, **A&B Gefilte Fish** began its famous debut. >>



A RAV IS CHOSEN

With the creation of gefilte fish, **A&B** needed a *rav* to supervise the process. They chose the esteemed and venerable *rav*, *bal machshir* and *posek*, Reb Nosson Horowitz, *zt"l*, of Monsey, who was renowned for his piety, integrity and determination when it came to *halachic* rulings. A

special aura permeated the fish store when Rav Horowitz, *zt"l*, came in unannounced, as was his practice. He supervised the checking of fish for worms, eggs for bloodspots and gave *halachic* advice when necessary.

Initially, **A&B** began selling commercially sized frozen gefilte fish rolls to summer camps and bungalow colonies, saving much time and hassle in the hot humid kitchens. Later, one of their customers who owned a grocery store requested the one-pound frozen gefilte fish loaves for resale. The little mixer in the

Koth kitchen became too small, and as demand increased, **A&B** realized that larger premises were necessary to keep the supply flowing.

NEW HORIZONS

With the help of Hakadosh Baruch Hu, **A&B Famous Gefilte Fish** continued to grow and blossom. They finally moved into their very own plant on McLean Blvd. in Patterson, NJ. With convenient access to Route 80, shipping and delivery were accelerated. The machinery >>

THE KASHRUS OF A&B GEFILTE FISH

Checking fish fillets for kashrus *simanim*

Once the fish is filleted and the skin is removed, many types of white fish look alike, and identifying kosher from non-kosher fish is virtually impossible. **A&B Famous** has a *mashgiach* and owns hi-tech skinning machinery to guarantee that its consumers receive *mehuder* kosher fish.

Checking the fish for worms on light box

A&B doesn't use minced white fish because it can't be checked. The whole pieces of white fish fillet are individually inspected for fish worms. The inspection procedure is done by placing each fillet atop an illuminated piece of Plexiglas and scanned for worm or worm eggs prior to hatching (common in white fish). Any fillets found to be infested are discarded.

Checking the eggs for blood drops

All eggs are individually checked for blood spots. Once an egg begins its incubation process it is rendered *treif* and is forbidden to eat. A tiny speck of red seen when opening a raw egg is a sign that slight incubation had begun before the egg was shipped.

Checking the onions for worms

In the last decade, insecticides that had previously been used to spray fruits and vegetables have been eliminated by the US Health Department who felt them unfit for human consumption. Therefore, many fruits and vegetables that had previously not required checking for insects and worms now have to be inspected. **A&B Fish** inspects the onions to be used for their gefilte fish rolls for thrips and the like.

More *kashrus* details at **A&B Famous**

- Only *yoshon* matzah meal is used.
- The potatoes in the salmon gefilte fish and kosher for Passover gefilte fish are *bishul* Yisroel.
- A *mashgiach temidi* is on the premises.
- The plant is opened only with a *Yid* on the premises.

Pesach

- Separate sets of knives, utensils, work surfaces and machinery are used specifically for Pesach production.
- **A&B** Pesach gefilte fish contains no matzah meal (to prevent *gebrokts*).
- Fresh potatoes are used as an alternative for starching the mix.

was updated, and there were special rooms designated for egg checking and fish checking.

At that point they were able to deal with consumer's requests for gefilte fish rolls that address specific dietary requirements. Those had been filled as special orders in the past. Their product list now included low-sodium gefilte fish, gluten-free gefilte fish, sugar-free gefilte fish, zero-carb gefilte fish, low-cholesterol gefilte fish and gefilte fish sweetened with Splenda.

A&B also created a gourmet gefilte fish line for people with discriminating taste. Some of those different flavors include old-fashioned-style gefilte fish, pike and white gefilte fish, salmon gefilte fish, Hungarian-style gefilte fish and less sweet gefilte fish. For convenience they also sell precooked gefilte fish.

IT'S THE QUALITY THAT COUNTS

The secret of A&B's reputation lies in the quality of the ingredients they use in manufacturing the frozen rolls of gefilte fish. A&B uses only top-of-the-line fresh and juicy kosher fish fillets, never minced or frozen. Farm-fresh onions and grade-A eggs, are added to the mixture with natural spices found exclusively in classic kitchens. Preservatives and additives are a no-no on A&B's premises. The temperature of the fish is checked upon arrival to the plant. The working environment is regulated at forty degrees. A&B works closely with a laboratory that monitors the products. The plant is approved by the FDA and HASEP, who conduct regular inspections at the facility. Finally, sterile manufacturing equipment forms, freezes and wraps the loaves.

"A&B will never compromise when it comes to *kashrus*, *halacha* or matters pertaining to Torah and Yiddishkeit."

THE HEART OF MATTERS

In Shevat of 5761, to the sorrow of the whole world and especially of those in Monsey, NY, the primary *bal machshir* of A&B, Reb Nosson Horowitz, zt"l, passed away. His legacy though, remained. A&B is faithfully continuing to abide by his ruling to inspect the fish for worms.

A&B will *never* compromise when it comes to *kashrus*, *halacha* or matters pertaining to

Torah and Yiddishkeit. This is what Abe Koth, Benjamin Berger and sons proudly stand for. In addition, they support yeshivas and *mosdos* of *chinuch* both financially and via donations of fish. They reach out to people with limitations from organizations for the disabled, hiring them to work in ways in which they are capable.

A&B IN YOUR KITCHEN TODAY

The premium quality of A&B Gefilte Fish will never leave you disappointed. You are also guaranteed to get the highest standard of *hiddur* in *kashrus*, since A&B is *machmir* where **NO OTHER gefilte fish company in the world is**. When you buy a loaf of A&B Gefilte Fish, it is not considered spending on extras, even if you are on a budget. *Oneg Shabbos* and *kashrus* are not meant to be compromised, and A&B puts that into practice.

When preparing a meal, try the classic, old-fashioned way of cooking a loaf of A&B gefilte fish for Shabbos and Yom Tov. Or if you dare, bake it, fry it or smother it in hot and spicy sauce. Whichever way you cook A&B Gefilte Fish, the effects will be tantalizing. No ideas? Ask for our free recipe booklet to get your creative juices flowing.

Standing on a line in the fish store for a loaf of gefilte fish is time consuming and exhausting. Therefore, A&B is endeavoring to ensure that its wide variety of products is available in supermarkets and grocery stores around town. Ask for it! 

