



Prepared by:
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PRODUCT BRIEF - KOSHER FOODS

France

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1. Market Prospects

Summary

France has one of the largest Jewish communities in Europe (approximately 750,000 persons), with nearly half (400,000) concentrated in Paris and nearby suburbs. While Orthodox Jews are the main consumers of kosher foods, other French consumers, such as Muslims, also seek out kosher foods. Half of the kosher food sold is manufactured in France, with most of the other half imported from Israel (wines, condiments, delicatessen products), Poland and North Africa.

We are told that the demand for kosher products steadily increased between 1980 and 1997 but it has remained relatively stable since. At the same time, imports of Kosher food products into France appear to be increasing, especially since a few years ago when a specialized kosher supermarket (Cash Casher Naouri) was created.

Kosher products should display the letter “K”. Delicatessen products require a round logo that contains — in the middle — the word “cashier” (kosher) written in French and Hebrew, plus the name of the city where the rabbi is the officiant.

2. Market Access

The consumption of kosher foods in France is linked primarily to the Jewish community, especially Orthodox Jews, and to a lesser extent the Muslim community.

France’s Jewish community has a long history, with the first traces reaching back to the Roman invasion of France in the first Century. Later, in 1870, when Prussia captured the two French provinces, Alsace and Lorraine, many French Jews left the eastern parts of the country and moved to Paris. More recently, a large number of French Jews in Algeria returned to southern France after Algeria’s independence in 1962.

There are about 400,000 of the current French Jewish community residing in Paris and its suburbs. Other large Jewish communities can be found in the cities of Marseille, Toulouse, Montpellier, Nice, Strasbourg, and Lille.

France defines the Jewish community according to their origins. There are two main groups; 1) “Ashkenazim”, from Northern and Eastern European countries and 2) “Sepcharadim”, from the Mediterranean basin countries (Algeria, Lebanon, Morocco, Syria, Tunisia, etc.)

3. Trends in Consumption

A complete listing of importers, retailers, and wholesalers of kosher food products in France is unavailable and the lack of statistics makes it impossible to accurately determine the exact size of the market. However, several supermarket chains, including Carrefour, Casino, Franprix, Leclerc, Monoprix, and Promodes carry kosher food products. The number of products varies, depending on the proximity of the supermarket to a Jewish district. For example, a Franprix in the 11th district of Paris (a large Jewish community) carries a large number of kosher food products and kosher wines. Supermarkets market 80% of the kosher wines sold in France.

Orthodox Jews make up about 15% of the Jewish population and are the main consumers of kosher foods. During Jewish festivities, kosher food sales often increase by up to 300%. Some of the important French Jewish celebrations are Passover, Rosh Hashana, Yom Kippur and Succot. In addition, Bar mitz-vahs and weddings in France occur mainly in June and July.

According to our sources, the largest number of kosher food products sold are snacks, condiments, sauces, and wines. Kosher products are currently found on special shelves in most of the supermarket chains. Kosher delicatessen products (poultry and beef) are also starting to appear on the market.

4. Retail and Institutional Sales

Kosher products in supermarket chains are usually found in special kosher food sections in the grocery area. Some other special retail shops, such as Emeth, only carry kosher foods. Emeth has 223 retail shops in France where dry, fresh and frozen kosher products from Europe and Israel are available (including kosher sweets from the United States).

Cash-Casher Naouri is the only specialized kosher food supermarket chain in France, with currently 16 supermarkets that offer more than 1600 different products (fresh, frozen, fruit juices, spices, etc). It is also the only supermarket that strictly respects the Sabbath by closing each Friday in winter at 2:00 PM (summer at 4:00 PM) and not reopening until the following Sunday morning. Cash-Casher Naouri works closely with the central buying office of Kineret Diffusion, which is located in the Rungis wholesales market in Paris and has a 3000 square meter warehouse. Kineret Diffusion is the main importer in France of kosher food products from Europe and Israel.

During Jewish festivities, Paris has about 80 Jewish caterers that serve kosher wines and champagnes authorized and certified by the Beth-Din of Paris. Most of the authorized wines are from Israel, which makes imports of kosher wines from other countries, including the United States, difficult. The taxes on wines imported from Israel (Carmel) are 8-10% per bottle.

5. Packaging/Labeling and Certification

To be accepted and recognized as kosher, products must have the “K” identification with the name of the rabbi who certified the product. For delicatessen products, the word “casher” must appear both in French and Hebrew, plus the name of the city of the rabbi. The seal “OU” (Union of Orthodox Rabbis) is not recognized in France.

During the wine harvest, a rabbi is on the property to inspect the vineyards. The same is true for the fish industry. A rabbi in the processing plants verifies that all the fish are kosher (with fins and scales). If non-kosher fishes are mixed with kosher fishes, they all become non-kosher.

In France, the certification of kosher foods is controlled by the Beth-Din “House of Law”. This institution identifies and verifies all kosher food products sold in France. The kosher food industry in France appears to be somewhat closed and secret. Several contacts were unwilling to answer any questions. The most interest shown by importers were for kosher delicatessen products, with some interest aimed at kosher wines.

6. Market Opportunities

The best U.S. market potential on the French kosher food market are condiments, including mustard, sauces and wines.

End of Report

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Internet: www.amb-usa.fr/fas/fas.htm

7. IMPORTERS OF KOSHER FOOD PRODUCTS**BORNIBUS**

201, rue Jules Ferry

T: 01 39 34 77 00

95360 MONTMAGNY

F: 01 39 34 77 48

(Condiments and mustards)

Contact: Mr. Guy Barre

FJORD KING

7, avenue Danville

T: 01 48 52 61 61

94600 CHOISY LE ROI

F: 01 48 52 72 34

Contact: Mr. Elie Benhamou

(Salmon)

MEDIAL

56, boulevard du Capitaine Ghèze

T: 04 91 98 49 50

13014 MARSEILLE

F: 04 91 58 11 48

Contact: Mr. Francis Cohen

Wholesaler that sells to the French retailers, and to supermarket chains, such as Casino, Leclerc and to Cash-Casher/Naouri. MEDIAL, created in 1978, is the kosher food pioneer in France.

OLIVES PROVENCE

Les Estroublans

T: 04 42 10 98 98

15 Deuxième Avenue - Z.I.

F: 04 42 10 98 97

13127 VITROLLES

Contact: Mr. Gérard Aziza

LESIEUTRE & CIE

3, rue des Artisans

T: 04 77 70 57 96

42300 ROANNE

F: 04 77 70 03 47

Contact: Mr. Georges Taieb

(Looking for CA kosher wines)

TRANS AMERICAN BROKERS EUROPE (TAB)

Geroldshauser Str. 37

D-97271 Kleinrinderfeld

T: (33-49) 9366 99250

Contact: Daniel Samet

F: (33-49) 9366 99252

8. KOSHER FOOD SUPERMARKETS AND RETAIL SHOPS**Supermarkets:****EMETH**

30/32 avenue Jean Mermoz

T: (33-1) 43 11 1818

93120 LA COURNEUVE

F: (33-1) 43 11 1811

Contact: Mike Elliott

CASH CASHER NAOURI

26, boulevard Paul Vaillant Couturier

T: (33-1) 45 15 2555

94200 IVRY SUR SEINE

F: (33-1) 45 15 2550

Contact: Mr. Franck Naouri

Retail Shops:**CAROLYD**

77, rue Albert Garry

T: (33-1) 45 99 2230

94450 Limeil-Brévannes

F: (33-1) 45 99 2995

Contact: Mr. Fellous

DOUIEB

11, bis rue Geoffroy Marie

T: (33-1) 47 70 8609

75009 PARIS

F: (33-1) 44 79 0690

FRANCOIS

45, rue Richer

T: (33-1) 47 70 1743

75009 PARIS

F: None

LE HAIM

6, rue Paulin Enfert

T: (33-1) 44 24 5334

75013 PARIS

F: None

CHEKEL

14, avenue de Villiers

T:(33-1) 48 88 9497

75017 PARIS

F:(33-1) 48 88 9450

COMPTOIR PRODUITS ALIMENTAIRES

111, avenue de Villiers

T: (33-1) 42 27 1691

75017 PARIS

F: (33-1) 42 27 8300

LES AILES BOUTIQUE

15, rue des Fermiers

T: (33-1) 44 15 9393

75017 PARIS

F: (33-1) 44 15 9300

CHOCHANA

54, avenue Secrétan

T: (33-1) 42 41 0116

75019 PARIS

F: None

RIVIERA CACHER 11, avenue Villemont 06000 NICE	T: (33-4) 93 92 9200 F: (33-4) 93 80 9543
SUPER CASH COLBO 14, rue Michelet 06000 NICE	T: (33-4) 93 52 1515 F: (33-4) 93 52 9229
KGEL 11, rue Fricero 06000 NICE	T: (33-4) 93 86 3301 F: (33-4) 93 44 9178
MICKAEL 37, rue Dabray 06000 NICE	T: (33-4) 93 88 8123 F: (33-4) 93 88 3126
CANNES CACHER 10, rue Louis Braille 06400 CANNES	T: (33-4) 93 39 8508 F: None
YARDEN 3, rue Pinkmatt 67000 STRASBOURG	T: (33-3) 88 22 4976 F: None
YARDEN 13, bd de la Marne 67000 STRASBOURG	T: (33-3) 88 60 1010 F: None
LEVY 4, rue Strauss Durckheim 67000 STRASBOURG	T: (33-3) 88 35 6821 F: None
AVIEL CASH 28, rue St Suffren 13006 MARSEILLE	T/F: (33-4) 91 37 9525
SUPERETTE EMMANUEL F. 93, avenue Clot Bey 13008 MARSEILLE	T: (33-4) 91 77 4602 F: (33-4) 91 71 2355
Z. CACHER 206, boulevard Paul Claudel 13009 MARSEILLE	T: (33-4) 91 74 3001 F: None
RAPHAEL CASH 299 avenue de la Madrague 13009 MARSEILLE	T: (33-4) 91 76 4413 F: None

KING CACHER
25, rue F. Mauriac
13010 MARSEILLE
T: (33-4) 91 80 0001
F: (33-4) 91 79 9938

TAIM VENAIM
Montee Sainte Menet
13011 MARSEILLE
T: (33-4) 91 44 1121
F: None

DELI CASH
94, bd Barry
13013 MARSEILLE
T: (33-4) 91 06 3904

EPICERIE DE L'ACIM
45, rue Proudhon
34000 MONTPELLIER
T: (33-4) 67 02 1099
F: (33-4) 99 58 3581

CACHER VILLEROY
32, rue Villeroy
69003 LYON
T: (33-4) 78 71 7222
F: None

LORICASH
140, rue Dedieu
69100 VILLEURBANNE
T: (33-4) 78 03 2479
F: (33-4) 78 68 0787

MAXICASH
44 Cours Tolstoi
69100 VILLEURBANNE
T: (33-4) 78 85 0080
F: (33-4) 78 03 3988