
CHOZEN

ALL NATURAL ICE CREAM

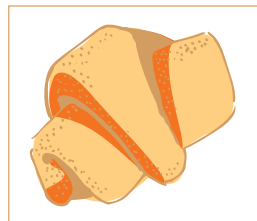
<http://www.chozen.com>



EVERY FLAVOR TELLS A STORY...

ONE SUMMER NIGHT, THE THREE FISHER WOMEN SAT AROUND THE KITCHEN TABLE ENJOYING A BATCH OF FROZEN RUGELACH... AND A LIGHT BULB WENT ON! WHAT ABOUT AN ICE CREAM THAT TASTED JUST LIKE THE TRADITIONAL TREATS THEY HAD GROWN UP WITH? AN ICE CREAM THAT WAS MADE WITH THE BEST DESSERTS FROM JEWISH HOLIDAYS BASED ON FAMILY RECIPES AND CREATED BY LOCAL BAKERS; AN ICE CREAM MADE WITH ALL NATURAL INGREDIENTS AND HORMONE AND ANTIBIOTIC-FREE DAIRY FROM A REGIONAL FARM. IT WOULD BE AN ICE CREAM WITH CHUTZPAH! AND SO CHOZEN WAS BORN, AN ORIGINALLY DELICIOUS ICE CREAM MADE WITH A SENSE OF HISTORY... AND HUMOR.

WE HOPE YOU ENJOY EATING CHOZEN AS MUCH AS WE ENJOY MAKING IT.



RONNE'S
RUGELACH



MATZOH
CRUNCH



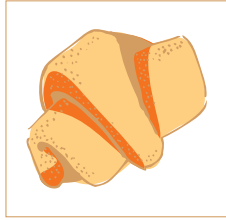
COCONUT
MACAROON



APPLES
& HONEY

CHOZEN

ALL NATURAL ICE CREAM



RONNE'S RUGELACH
CINNAMON ICE CREAM
WITH HOMEMADE RAISIN,
WALNUT RUGELACH

Nutrition Facts	
Serving Size 1/2 cup (87g) Servings Per Container 4	
Amount Per Serving	
Calories 220 Calories from Fat 130	
% Daily Value*	
Total Fat 14g	22%
Saturated Fat 7g	37%
Trans Fat 0g	
Cholesterol 115mg	39%
Sodium 70mg	3%
Total Carbohydrate 20g	7%
Dietary Fiber 0g	0%
Sugars 15g	
Protein 3g	
Vitamin A 10%	Vitamin C 2%
Calcium 6%	Iron 2%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories: 2,000 2,500	
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

INGREDIENTS

Whole Milk, Cream, Rugelach (Flour, Sugar, Tofutti, Apricot Jam, Walnuts, Raisins, Cinnamon, Salt), Cream Cheese, Sugar, Apricot Jam, Egg Yolk, Vanilla Paste, Vanilla Extract, Cinnamon Oil, Salt



COCONUT MACARON
ALMOND ICE CREAM
WITH TOASTED FLAKES
OF COCONUT

Nutrition Facts	
Serving Size 1/2 cup (87g) Servings Per Container 4	
Amount Per Serving	
Calories 210 Calories from Fat 140	
% Daily Value*	
Total Fat 15g	23%
Saturated Fat 9g	46%
Trans Fat 0g	
Cholesterol 135mg	44%
Sodium 55mg	2%
Total Carbohydrate 15g	5%
Dietary Fiber 0g	0%
Sugars 14g	
Protein 3g	
Vitamin A 10%	Vitamin C 2%
Calcium 8%	Iron 2%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories: 2,000 2,500	
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

INGREDIENTS

Whole Milk, Cream, Sugar, Egg Yolk, Almond Paste, Toasted Coconut, Vanilla Paste, Vanilla Extract, Coconut Extract, Salt



MATZOH CRUNCH
VANILLA ICE CREAM
WITH CHOCOLATE AND
CARAMEL COATED MATZOH

Nutrition Facts	
Serving Size 1/2 cup (87g) Servings Per Container 4	
Amount Per Serving	
Calories 230 Calories from Fat 140	
% Daily Value*	
Total Fat 16g	25%
Saturated Fat 9g	47%
Trans Fat 0g	
Cholesterol 125mg	42%
Sodium 60mg	2%
Total Carbohydrate 19g	6%
Dietary Fiber less than 1g	3%
Sugars 15g	
Protein 3g	
Vitamin A 10%	Vitamin C 2%
Calcium 8%	Iron 6%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories: 2,000 2,500	
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

INGREDIENTS

Whole Milk, Cream, Matzoh Brittle (Matzoh, Dark Chocolate, Butter, Sugar, Vanilla Extract, Salt), Sugar, Egg Yolks, Vanilla Paste, Vanila Extract, Salt



APPLES AND HONEY
HONEY ICE CREAM WITH
CHUNKS OF APPLE

Nutrition Facts	
Serving Size 1/2 cup (87g) Servings Per Container 4	
Amount Per Serving	
Calories 220 Calories from Fat 130	
% Daily Value*	
Total Fat 14g	22%
Saturated Fat 8g	41%
Trans Fat 0g	
Cholesterol 115mg	38%
Sodium 60mg	2%
Total Carbohydrate 21g	7%
Dietary Fiber 3g	11%
Sugars 16g	
Protein 4g	
Vitamin A 10%	Vitamin C 2%
Calcium 8%	Iron 6%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories: 2,000 2,500	
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

INGREDIENTS

Milk, Cream, Green Apples, Honey, Organic Sugar, Natural Apple Flavor, Pectin, Guar, Egg Yolks, Vanilla Paste, Vanilla Extract, Salt



CHOZEN

ALL NATURAL ICE CREAM

The New York Times

In Kosher Ice Cream, a Taste of Traditional Baking



Move over Soy Vay sauces. Chozen is a new kosher ice cream with mix-ins that would make Tevye happy. Rugelach, coconut-almond macaroon and chocolate matzo are the flavors, all swirled in a fine vanilla ice cream base with no gums or stabilizers. It started as a kitchen table concoction by Ronne Fisher and her daughters, Meredith Fisher and Isabelle Krishana, as they shared memories of traditional Jewish baked goods and ate homemade rugelach straight from the freezer. Nonetheless, one bite of the coconut-almond macaroon had me happily recalling a Good Humor toasted almond ice cream pop. Chocolate babka and honey-apple are future flavors. How about hamantaschen for Purim?

CHOZEN

ALL NATURAL ICE CREAM

Tablet

Ice Cream Goes Kosher, and More
Is that rugelach in my scoop?



Approximately 1.54 billion gallons of ice cream are produced in the United States annually, according to an International Dairy Foods Association spokesperson. “Every major brand you can think of has a kosher symbol on most (not all) of its products,” Rabbi Avrohom Gordimer, who oversees dairy product certification for OU Kosher, told me in an email. “A brief walk through the ice cream freezer aisle of any supermarket will testify to this.”

Now, kosher ice cream is getting a new face with Chozen, a Jewish sweets and holiday-inspired artisanal ice cream line that hit supermarket shelves this month with flavors like Matzoh Crunch, Coconut Macaroon, and Ronne’s Rugelach. (You’re probably thinking, didn’t I just see this today in that other daily Jewish magazine of life and culture? Yeah, well, Tablet Magazine tasted Chozen at its offices all the way back Monday afternoon. Just sayin’.)

Chozen is the brainchild of 62-year-old Ronne Fisher and her daughters, Isabelle, 34, and Meredith, 30. One evening in 2008, Ronne tells me, the family was doing a homemade mix-in of rugelach and vanilla, one of their typical culinary innovations. “We joked, ‘Wouldn’t it be delicious to just have ice cream with rugelach already in it?’” recalls Ronne. “‘Wouldn’t it be great to have sweet noodle pudding with ice cream, or potato pancakes with ice cream?’” (Let’s just stick with the rugelach for now!)

The company combines pastries from Green’s and other kosher bakeries in Brooklyn with ice cream produced at a kosher dairy in Ancramdale, New York, a small town near the Massachusetts border. Ronne Fisher drives a couple of hours to the dairy every other month. There she helps pour the delivered baked-goods into the churning vats of ice cream and labels the containers.

“I have never, let me say that again, never purchased processed desserts,” says Fisher. To determine which flavors Chozen would include, Ronne Fisher went to kosher markets and tasted hundreds of kinds of rugelach, babkas, macaroons, hamantaschens, and blintzes. “Invariably, I would taste something and then decide that I could make it better,” she says. The Fishers scoured kosher cookbooks for pastry ideas as well. “It’s not just about throwing a blintz or rugelach in vanilla ice cream,” says Fisher, “it’s about finding the essence of the rugelach.” Even if you don’t get a bite of rugelach in a given spoonful, for example, the ice cream itself should invoke that taste.

Fisher is at work refining Chocolate Babka and Apples and Honey ice creams, and is considering adding further new flavors down the road, including Chanukah Gilt, a milk-chocolate with edible gold sprinkles, and a halvah-flavored one.

For now, ice cream lovers in New York City who hunger for a taste of Passover can find Chozen at Garden of Eden, Pomegranate, and West Side Market. Come July 1, you can buy it online.