

The Challah Connection

Convenient Access To Traditional Jewish Baked Goods Through Home Delivery Service

The Challah Connection, based in Westport, provides home-delivery of fresh kosher challah, as well as a range of other traditional kosher baked goods. These items, often-times not readily available in suburban and rural areas, are delivered direct to customers on a weekly basis. The convenient subscription-based service delivers throughout the U.S. on Fridays to coincide with the Jewish Sabbath, Shabbat.



The Challah Connection's sweet, braided challah is based on a traditional Jewish recipe, and tilts the scale at more than one-pound. Baked especially for The Challah Connection in Monsey, N.Y., the challah is Certified Kosher by the Kashruth Division of the Union of Orthodox Jewish Congregations of America (OU). In addition to traditional

white flour challah, the service also offers raisin, cinnamon, chocolate chip, whole wheat, poppy seed and sesame seed challah. For lovers of the challah baked at Great Cakes Bakery of Westport, The Challah Connection also delivers that challah, on request.

Similar to a newspaper or magazine subscription, customers select the length of their subscription in increments of four, eight, or 16 weeks. At the end of the term, the subscription is automatically renewed and billed, assuring no lapse in service. To ensure freshness, all deliveries are made by courier or via Federal Express. Recognizing the many holidays and other gift-giving occasions, The Challah Connection also provides several options for gift giving, along with a corporate and custom gift service.

Challah subscribers also can order additional baked goods such as babka, rugelach, cookies and coffee cakes, which are regularly featured as weekly specials, to be delivered with their subscription. Products such as hamantachen for Purim, and honey cake and tegelach for Rosh Hashanah also are offered on a seasonal basis. The majority of the products offered come from popular leading kosher bakeries in the Greater New York City area.

In addition to the residential delivery service, The Challah Connection caters the baked goods portion of Bar/Bat Mitzvahs and weddings, offering ceremonial challah, dinner rolls and desserts. The Challah Connection also serves the institutional market



WESTPORT NEWS photo / Andrea A. Dixon
Jane Moritz, owner of The Challah Connection, outside her office in Westport.

through bulk deliveries. These customers include synagogues, schools, summer camps, hospitals and nursing homes.

Business owner Jane Moritz states, "The products that The Challah Connection offers are deeply rooted in tradition, and I have found this to be so important to my customers. Not only is the home delivery convenient, it also provides them with access to favorite, high-quality kosher products they might otherwise have limited access to in their communities."

Established in 1994 as a home-delivery

continued on next page

The Challah Collection

continued from previous page

service to the local Westport community, the business has blossomed and now boasts a national customer base in locations as varied as Waterville, Maine; Palm Beach, Fla.; and west to Scottsdale, Ariz.

Moritz, a native of Stamford, now resides in Westport, where she

is leveraging skills garnered through 20 years in the direct marketing agency business to a direct marketing venture closer to her real passion of baking.

For information or to place an order, visit the Web site at www.challahconnection.com or call (866) 242-5524 (challah) toll free.