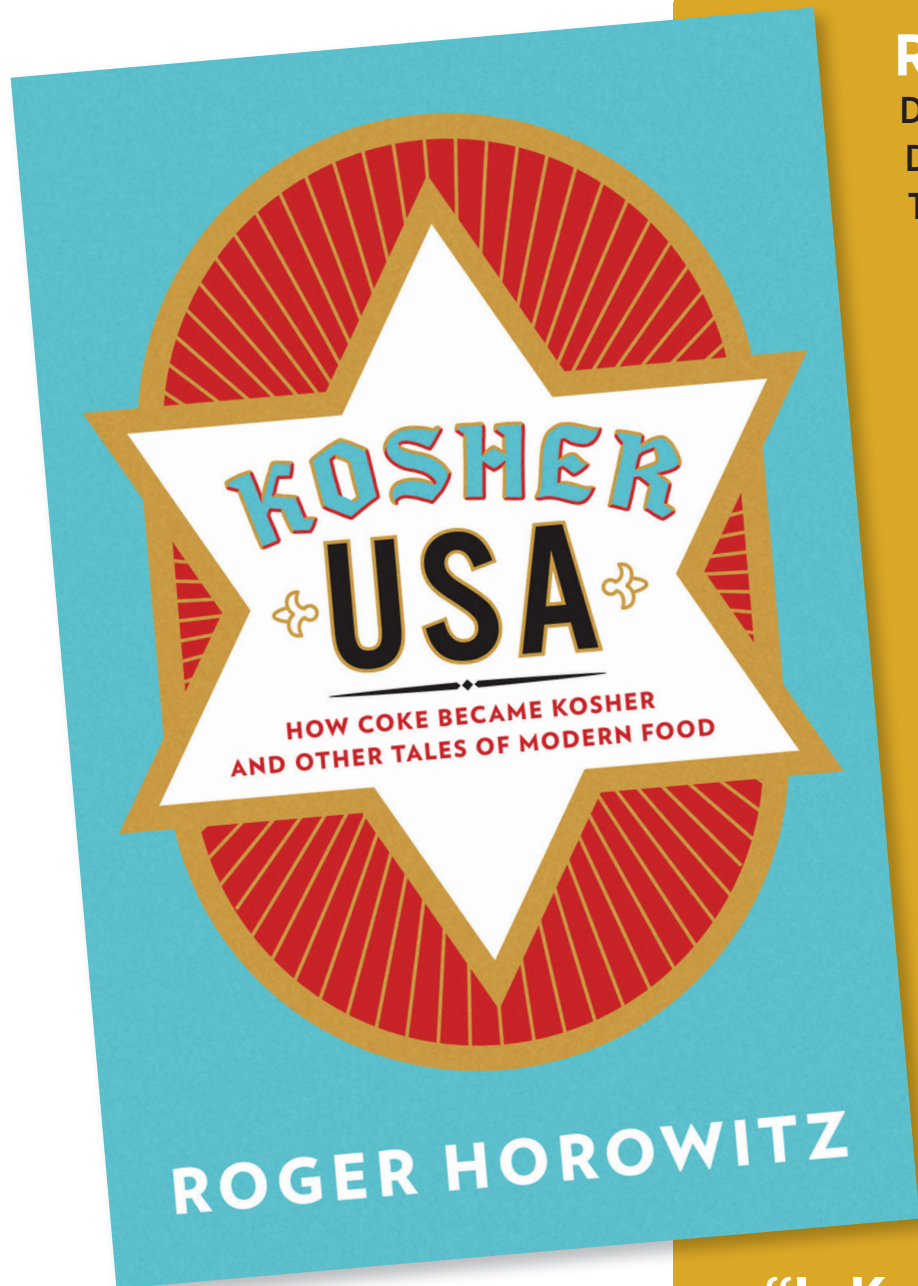


THE KUTLER LECTURES

October 18 and 19, 2017
4:00 PM

Pyle Center, Room 209
702 Langdon Street



Roger Horowitz

Department of History, University of Delaware,
Director - Center for the History of Business,
Technology, and Society, Hagley Museum and Library

“Kosher USA: How Coke Became Kosher and Other Tales of Modern Food”

How have kosher products become part of the modern American food system? Horowitz explores how iconic products, such as Coca Cola and Jell-O, tried to receive kosher certification, and the contentious debates over modern science and Jewish religious law that followed. Efforts to introduce ancient religious principles into modern industry challenge us to consider how Jewish foodways may—or may not—fit into contemporary secular society.

“Is Kosher a Brand?: Ruminations on the Intersections of Jewish Law and the Secular Marketplace”

Has kosher become a “brand” in our modern food system? With kosher symbols now protected under secular trademark law, they have a legal standing not dissimilar from well-known national brands found in American supermarkets. Many manufacturers now seek visible kosher endorsement to gain market advantage. This lecture examines the use of trademarks and brands in kosher certification.

Free and open to the public.

Mosse/Weinstein Center for Jewish Studies

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