



**2008-2009 Cleveland Area
Kosher Community Survey
Final Report**

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**Kosher Community Surveys LLC
www.kosher-community-surveys.com**

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Last year's inaugural Cleveland Area Kosher Community Survey had an impressive participation rate with almost 350 people participating. This year's participation rate came down quite a bit to approximately 200 survey takers. The closing of a number of kosher establishments during this past year seems to have dispirited many in the Cleveland area. Even so, the reduction in competition makes the kosher survey process even more important to encouraging improvement in the community's kosher establishments.

You can personally help to improve the quality of the area's kosher establishments by asking establishments whether they have read their ratings and how they plan to improve their customer service this year!

Happy Eating,
Neil Rosenbaum

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Boris Glatt Kosher Meats

**Complete Survey Results:
Stores/Butchers**

	Poor	Fair	Good	V.Good	Excellent
Service quality	0%	2%	12%	34%	53%
Environment (cleanliness/layout)	2%	10%	27%	37%	24%
Selection of merchandise	1%	10%	26%	48%	15%
Quality of fresh & prepared foods	2%	5%	19%	31%	36%
Price	3%	8%	34%	38%	17%

Number of respondents for this store: 127

Summary of Comments:

There were not a sufficient number of written comments to create a full summary. The comments that were provided focused on friendly, helpful customer service, and the limited selection of merchandise.

Shimon's Kosher Poultry & Fish

	Poor	Fair	Good	V.Good	Excellent
Service quality	7%	16%	21%	21%	33%
Environment (cleanliness/layout)	6%	11%	23%	34%	24%
Selection of merchandise	7%	21%	30%	28%	11%
Quality of fresh & prepared foods	6%	10%	10%	27%	44%
Price	4%	11%	23%	40%	19%

Number of respondents for this store: 71

Summary of Comments:

There were not a sufficient number of written comments to create a full summary. The comments that were provided focused on friendly and accommodating service (with special mention of Shimon himself).

Tibor's Kosher Meat Market

	Poor	Fair	Good	V.Good	Excellent
Service quality	2%	10%	20%	40%	28%
Environment (cleanliness/layout)	0%	2%	24%	46%	28%
Selection of merchandise	0%	3%	17%	49%	30%
Quality of fresh & prepared foods	0%	3%	7%	42%	44%
Price	6%	20%	33%	32%	9%

Number of respondents for this store: 149

Summary of Comments:

Customers of Tibor's Kosher Meat Market had mixed opinions on the selection of products at this establishment. While some people said they had received friendly service, a majority of written comments indicated that the staff and management attitude to customers' needs improvement. Consumers also remarked about the limited, small store and its poor layout.

Unger's Kosher Market and Bakery

	Poor	Fair	Good	V.Good	Excellent
Service quality	26%	28%	29%	13%	4%
Environment (cleanliness/layout)	41%	34%	18%	6%	1%
Selection of merchandise	6%	10%	18%	37%	29%
Quality of fresh & prepared foods	17%	16%	35%	17%	6%
Price	21%	17%	41%	20%	2%

Number of respondents for this store: 158

Summary of Comments:

Customers of Unger's provided many comments about the establishment. On the positive side, people felt that they have a good selection of merchandise, especially for Passover. A major theme of comments focused on the dirtiness of the store and the need to clean it more thoroughly. People also do not appreciate the smoke and its smell in the store. The establishment was also seen as difficult to navigate with small aisles and boxes on the floor. Another focus of customer comments was that too much food is sold past expiration or freshness dates.

SUBWAY at the J

	Poor	Fair	Good	V.Good	Excellent
Food quality	2%	1%	25%	46%	27%
Service quality	5%	4%	22%	41%	28%
Environment (cleanliness/ appearance/décor)	4%	2%	20%	41%	33%
Value	6%	11%	35%	32%	17%

Number of respondents for this store: 120

Full Survey Results: Restaurants

Summary of Comments:

There were not a sufficient number of written comments to create a full summary. The comments that were provided focused on criticism of size of portions, good quality of the food, the slowness of service, and the need for more attention to cleanliness.

Kinneret Pizza

	Poor	Fair	Good	V.Good	Excellent
Food quality	9%	4%	29%	31%	27%
Service quality	7%	9%	32%	32%	19%
Environment (cleanliness/ appearance/décor)	25%	22%	27%	19%	7%
Value	9%	19%	31%	29%	12%

Number of respondents for this store: 68

Summary of Comments:

There were not a sufficient number of written comments to create a full summary. The comments that were provided focused on appreciation of the renovation, the fact that the pizza is football shaped, giving Gloria kudos for excellent service (described as the “most valuable asset”), and the need for more cleaning.

Issi's Restaurant

	Poor	Fair	Good	V.Good	Excellent
Food quality	5%	7%	27%	42%	19%
Service quality	4%	10%	25%	39%	23%
Environment (cleanliness/ appearance/décor)	5%	12%	27%	42%	15%
Value	13%	15%	42%	26%	5%

Number of respondents for this store: 147

Summary of Comments:

Customers of Issi's Restaurant generally described the staff as helpful and courteous, although some patrons indicated negative interactions with employees. Some people commented on the limited portions provided and the lack of sufficient variety on the menu. The quality of the food received mixed written comments. While some remarked that the establishment was clean, others described an establishment that needed more cleaning.

Jerusalem Grill

	Poor	Fair	Good	V.Good	Excellent
Food quality	5%	8%	25%	40%	32%
Service quality	3%	8%	22%	32%	35%
Environment (cleanliness/ appearance/décor)	5%	12%	29%	40%	13%
Value	7%	15%	33%	36%	10%

Number of respondents for this store: 119

Summary of Comments:

Patrons of Jerusalem Grill provided good comments regarding the quality of the restaurant's food. With respect to customer service, customers presented mixed comments in the survey. The environment was given a number of comments by customers. In particular, people indicated that the ambiance needed improvement and the color scheme was odd.

Contempo Cuisine

	Poor	Fair	Good	V.Good	Excellent
Food quality	0%	0%	2%	30%	68%
Service quality	1%	1%	10%	28%	60%
Environment (Cleanliness/ appearance/décor)	2%	0%	11%	37%	50%
Value	3%	9%	33%	36%	19%

Number of respondents for this store: 99

Summary of Comments:

According to its customers, Contempo Cuisine hit the "cuisine" in the right place with quality food. In addition, people liked the environment as well. The biggest on-going criticism was the restaurant's inconsistent hours – when the establishment closes due to catering priorities. This approach has frustrated customers very much.

Amy Joy Donuts

Full Survey Results: Bakeries

	Poor	Fair	Good	V.Good	Excellent
Food quality	2%	8%	13%	41%	36%
Service quality	2%	6%	18%	45%	28%
Selection	2%	10%	25%	29%	34%
Environment (cleanliness/ appearance/décor)	4%	18%	30%	33%	15%
Price	0%	5%	26%	42%	28%

Number of respondents for this store: 95

Summary of Comments:

There were not a sufficient number of written comments to create a full summary. The comments that were provided focused on the lack of available products in the store – depending on being at the establishment at the right time.

Lax and Mandel Kosher Bakery

	Poor	Fair	Good	V.Good	Excellent
Food quality	9%	16%	33%	32%	9%
Service quality	6%	14%	27%	37%	16%
Selection	13%	17%	34%	28%	9%
Environment (cleanliness/ appearance/ décor)	8%	13%	34%	33%	13%
Price	9%	18%	38%	29%	6%

Number of respondents for this store: 129

Summary of Comments:

On the positive side, Lax and Mandel received comments for good service. Customers requested that the bakery consider expanding the variety of their product line. Customers noticed that prices increased this year. A number of customers focused on the sale of products that they felt that were frozen and then sold as they are thawed.

Unger's Kosher Market and Bakery

	Poor	Fair	Good	V.Good	Excellent
Food quality	11%	12%	25%	38%	14%
Service quality	19%	28%	33%	17%	3%
Selection	6%	12%	24%	36%	23%
Environment (cleanliness/ appearance/décor)	31%	34%	27%	7%	1%
Price	15%	22%	38%	23%	2%

Number of respondents for this store: 122

Summary of Comments:

There were not a sufficient number of written comments to create a full summary. The comments that were provided focused on the need to be cleaned more often.

Bagel Shoppe

	Poor	Fair	Good	V.Good	Excellent
Food quality	7%	4%	24%	35%	30%
Service quality	7%	9%	29%	34%	22%
Selection	7%	12%	36%	30%	15%
Environment (cleanliness/ appearance/décor)	4%	10%	24%	37%	24%
Price	11%	15%	28%	26%	20%

Number of respondents for this store: 91

Summary of Comments:

There were not a sufficient number of written comments to create a full summary. The comments that were provided focused on the satisfaction customers have with the quality of the bagels.

Kosher Quality Scores

Note: Kosher Quality Scores are based on adding the very good and excellent percentages in each of the rated categories (e.g., quality of food) for each establishment. Bold formatting indicates highest score for that category. There were “No Best Of” Kosher Cleveland awards this year due to the insufficient number of total participants in the survey process.

Restaurants

	Food	Service	Environment	Value
Contempo	98	88	87	55
Issi's	51	62	57	31
Jerusalem Grill	72	67	53	46
Kinneret	58	51	26	41
Subway	73	69	74	49

Stores

	Service	Environment	Selection	Quality	Price
Boris	87	61	63	67	56
Shimon's	54	58	39	71	59
Tibor's	68	74	79	86	41
Unger's	17	7	66	23	22

Bakeries

	Food	Service	Selection	Environment	Price
Amy Joy Donuts	77	73	63	48	70
Bagel Shoppe	65	56	45	61	46
Lax & Mandel	41	53	37	46	35
Unger's	52	20	59	8	25

Restaurants

Contempo Cuisine

13898 Cedar Road
University Heights, OH 44118
(216) 397-3520

www.contempocuisine.com

Supervision: Va'ad HaRabbonim HaChareidim

Issi's Place

14431 Cedar Rd
South Euclid, OH
(216) 291-9600
Supervision: Cleveland Kosher

Jerusalem Grill

14421 Cedar Rd
South Euclid, OH
(216) 291-9191
Supervision: Cleveland Kosher

Cleveland Kosher Directory

Kinneret

1869 S. Taylor Rd.
Cleveland Heights, OH 44118
(216) 321-1404
Supervision: Va'ad Harabanut Hachareidi

Perl's Place

27100 Cedar Road
Beachwood, OH 44122
(216) 831-6500
(inside Menorah Park)

Subway @ the 'J'

26001 South Woodland Rd.
Beachwood, OH
(216) 765-1925
Supervision: Cleveland Kosher

Bakeries

Amy Joy

5076 Mayfield Road
Lyndhurst, OH 44124
(440) 442-9733
Hashgacha: YIGC (Young Israel of Greater
Cleveland) Kosher

Bagel Shoppe

2234 Warrensville Center Rd
University Heights, OH
(216) 691-0006
Supervision: Cleveland Kosher

Lax & Mandel

14439 Cedar Rd
South Euclid, OH
(216) 382-8877
www.laxandmandel.com
Supervision: Cleveland Kosher

Stores/Butchers

Unger's

1831 S. Taylor Road
Cleveland Heights, OH 44118
(216) 321-7176

www.ungerskoshermarket.com

Supervision: Rabbi Binyomin Grunwald

Boris Meats

14406 Cedar Rd
University Heights, OH
(216) 382-5330

www.boriskosher.com

Supervision: Cleveland Kosher

Shimon's Poultry

1923 South Taylor Rd
Cleveland Heights, OH
(216) 371-0555

Supervision: Cleveland Kosher

Tibor's Meats

2185 South Green Rd
University Heights, OH
(216) 381-7615

Supervision: Cleveland Kosher

Unger's

1831 S. Taylor Road
Cleveland Heights, OH 44118
(216) 321-7176

www.ungerskoshermarket.com

Supervision: Rabbi Binyomin Grunwald

Other

Green Road Catering

2437 S. Green Rd.
Beachwood, Ohio
(216) 381-4757

Sushi2go

(216) 333-1523
Supervision: Cleveland Kosher

Word of Mouth Catering

(216) 932-5697
Supervision: Cleveland Kosher

Cold Stone Creamery

28699 Chagrin #600
(216) 292-2400
Supervision: Young Israel of Greater Cleveland

Cold Stone Creamery

2193 Warresville Center Rd.
(216) 381-8400
Supervision: Young Israel of Greater Cleveland

Chocolate Emporium

14486 Cedar Rd.

(216) 382-0140

Supervision: Star-K

Mitchell's Ice Cream

2101 Richmond Rd at LaPlace

Beachwood, OH 44122

Supervision: Rabbi Aryeh Spero / Quality Kosher.

Ice cream only, not the store.

Kosher Supervision Organizations

Cleveland Kosher

PO Box 181476

Cleveland Hts, Ohio 44118

(440) 347-0264

www.clevelandkosher.org

Rabbi Shimon Gutman - Administrator

Web Sites & Blogs Relating to Kosher Food

Kosher Community Surveys

www.kosher-community-surveys.com

Home of all things about kosher community surveys!

* * *

The following web sites are not affiliated with Kosher Community Surveys LLC, but are listed here because they might be of interest to you.

The Kosher Blog

www.kosherblog.net

The Kosher Blog is a major compendium of recipes, product and restaurant reviews, industry gossip, and miscellaneous information about real kosher-living “issues that simply can’t be found elsewhere” on the Internet.

Kashrut.com

www.kashrut.com

This site has a variety of kosher-related resources, including kosher food alerts, kosher travel, articles about kosher food processing.

Kosher Today

www.koshertoday.com

KosherToday is the leading source of news for the kosher food and beverage industry.

Kosearch

<http://www.kosearch.org/>

Kosher-specific Internet search by limiting results to an expertly-selected collection of trusted websites.

End Notes

Kosher Community Surveys LLC welcomes your comments/suggestions to improve the survey for next year. Contact us at cleveland@kosher-community-surveys.com.

The information reflected in this report is intended to be as accurate as possible as of the date of this publication; however, information can change over time. It is recommended that you call an establishment directly or the appropriate kosher supervision authority for the most up-to-date information.

If you, your business, or your organization is interested in placing an advertisement in next year's kosher survey report, please contact us.

Obtain information about Kosher Community Surveys LLC at www.kosher-community-surveys.com. Other surveyed cities include: Boston, Baltimore, Chicago, Atlanta, Cleveland and Washington DC.

If you are interested in taking part in next year's survey, please e-mail cleveland@kosher-community-surveys.com.



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