



A PITCH TO REMILK

# Kefir Chabad

כפיר חב"ד

Heritage dairy, reimagined.  
A kosher-pareve, animal-free brand built on Remilk protein —  
crafted in Kfar Chabad for Israel and the global Jewish market.

Prepared for the Remilk team · 2026

# Remilk has the protein. Israel needs the brand.

You've cracked precision-fermented dairy and partnered with Gad Dairies for Israel's first commercial launch in 2026. The category is real. What's missing is a brand that speaks fluently to the audience most likely to adopt it first — observant Jewish households who keep kosher every day.

*Kefir Chabad is that brand.*

# A category window opens once.

01

## Kosher complexity

Traditional dairy forces a 6-hour wait after meat. Remilk's protein is rabbinically certified pareve — kosher dairy that pairs with anything.

02

## Lactose-free by nature

36% of US adults and a meaningful share of Israelis are lactose-intolerant. The protein is identical to milk; the discomfort isn't.

03

## Climate without compromise

Same taste, texture, and nutrition. Without the cow, the methane, or the supply-chain fragility exposed since 2023.



THE BRAND

# Heritage you can taste.

Kefir Chabad borrows the warmth, ritual, and trust of Kfar Chabad — one of Israel's most recognized observant communities — and reframes it for 2026 dairy.

**VOICE** Quiet, warm, confidently modern.

**VISUAL** Cream paper, deep berry ink, hand-set serif.

**PROMISE** Real dairy. Zero cows. Always pareve.

# Three SKUs at launch. One protein.



## Kefir

כפיר

Six flavors · 200ml & 750ml



## Yogurt

יוגורט

Six flavors · 150g cup & 500g tub



## Soft Cheese

גבינה

Six flavors · 250g jar

**Kefir Chabad**  
קפיר חב"ד  
להיים!

ENHANCED BY  
**Remilk**  
TECHNOLOGY  
BETTER NUTRITION.  
EASIER DIGESTION.  
MORE GOODNESS.

- SUPPORTS DIGESTIVE HEALTH\*
- IMMUNE SUPPORT\*
- GOOD SOURCE OF CALCIUM
- NATURAL INGREDIENTS

RE MILK<sup>®</sup> TECHNOLOGY  
UP TO 50% MORE NATURALLY OCCURRING NUTRIENTS\*

**12**  
LIVE CULTURES  
BILLIONS OF PROBIOTICS

PROBIOTIC KEFIR  
CULTURED MILK DRINK  
PLAIN  
UNSWEETENED

MADE WITH REAL MILK

32 FL OZ  
(1 QT) 946 mL

INSPIRED BY CHABAD  
ROOTED IN TRADITION  
MADE FOR TODAY

LIVE CULTURES  
• FOR A HEALTHY •  
LIFESTYLE

FROM OUR FAMILY  
TO YOURS  
להיים!

כוס קפיר בכל יום  
ברכה לגוף ולנשמה

A daily cup of kefir  
– a blessing for body  
and soul.

קפיר חב"ד  
כשר  
KOSHER  
DAIRY

CRC  
DAIRY  
חלב

MADE IN ISRAEL

## PACKAGING

# A label that earns the shelf.

Bilingual Hebrew-English typography. Kosher-pareve mark front-and-center. Remilk's logo present, trusted, never shouted. The bottle reads heritage; the back reads science.

OU Pareve

CRC Certified

Powered by Remilk

## Home market. Built-in trust.

~\$420

per-capita dairy spend / yr (highest in OECD)

₪1.2B+

Israeli plant-based & alt-dairy market, growing 12% YoY

70%

of Israeli households keep some level of kosher

6.4M

Jewish Israelis — primary addressable audience

## Phase two. Diaspora-led runway.

**\$1.5B**

US kefir market today · projected \$3.2B by 2034

**\$24B**

US kosher food market — 12.1M kosher consumers

**36%**

of US adults report lactose intolerance

**7.5M**

Jewish Americans — concentrated in NY, NJ, FL, CA

# What each side brings.

## REMILK

### The protein.

- Precision-fermented  $\beta$ -lactoglobulin
- Kosher-pareve certification
- Regulatory clearance (Israel, US)
- Production via Gad Dairies

## KEFIR CHABAD

### The brand.

- Brand identity & bilingual packaging
- Direct line to observant communities
- Retail strategy: Rami Levy, Shufersal, Yesh
- Diaspora launch via Kosher distributors

# A pilot.

## Kfar Chabad → Tel Aviv → New York.

0 1

### Q3 2026 — Pilot

500 SKUs across 3 Kfar Chabad pilot stores. Six-week sell-through measurement.

0 2

### Q1 2027 — Israel

National rollout via Shufersal and Rami Levy. Bilingual packaging, kosher-first marketing.

0 3

### Q4 2027 — Diaspora

NY/NJ launch via Pomegranate, Seasons, KolSave. East-coast cold-chain via existing kosher distributors.

LET'S BUILD IT TOGETHER

**The protein is yours.  
The story is ours.  
The market is waiting.**

**[hello@kefirchabad.co.il](mailto:hello@kefirchabad.co.il)**

Kfar Chabad, Israel · כפר חב"ד

