

MATZOT AVIV

A Family Business

that Spans the Globe

Matzot Aviv is a leading matzah factory in Israel. This family business, located in a factory in the heart of Bnei Brak, produces matzah and exports it to 25 countries around the globe.

It all began in 1887, when David Zelivansky emigrated from Russia to the new neighborhood of Neveh Tzedek in what would grow into the city of Tel Aviv. He opened a small bakery there to produce matzah for Passover. His granddaughter Sarah Wolf recalled that she would accompany him daily to synagogue and then to the bakery, where she began working when she was 12 years old. She has worked there ever since, arriving every morning at 7:00 a.m. In 1946, her father and husband opened the factory in its current location and named it Matzot Aviv. During the British Mandate period, underground fighters would hide their weapons in the factory's cellar.



Matzot Aviv grew along with the new State of Israel to be a leader in the matzah industry. Today, three generations of the Wolf family are working in the factory: Sarah Wolf, the treasurer; her two sons David and Noam, the CEOs; Roy Wolf, vice president; and Michal Wolf-Kutchinsky, vice president. Roy and Michal are the sixth generation of matzah bakers in the family.

The Process of Making Matzah

The process starts with a fully computerized mixing system that pours the right amount of flour and water into the mixers. After a very fast mixing stage, the dough is carefully transferred onto a conveyer belt that takes the dough into the forming system which is made of a series of thick presses. The dough is formed into sheets and the final press creates rows of pin holes in the sheets to allow steam to escape from the dough and to prevent it from rising.

The dough is then transferred into a 30 meter (97 feet) oven and baked for about two minutes at 380°C (716°F). After passing through a cooling tunnel, the matzahs are then



packed in sealed bags and boxes. Although the process is fully automatic, a kosher supervisor is stationed near every mixer, dough press and oven exit to make sure the matzah is made within the limitation of 18 minutes and that no leavening occurs.

The factory begins to bake matzahs for Passover, which usually falls in April, in November so that it has time to produce sufficient quantity and to ship it to Jewish communities abroad. "Wherever there is a Jewish community, you are likely to find Aviv matzahs" says vice president Roy Wolf. "We are distributing matzahs to large communities in the United States, Canada, Australia and the United Kingdom, but also to Wallis, a small island in the Pacific where only one Jew lives." Recently Matzot Aviv started shipping to Korea and Singapore as well.

After completing shipments abroad, around February, the factory starts baking for the local market in Israel. The factory works 24 hours a day from Saturday night to Friday until Passover evening at noon, when the Passover baking is over until the next year.

From April to November, when the matzah market is relatively slow, the factory produces daily matzahs and matzah meal as well as a wide selection of cookies that are sold in Israel and around the world.

"We began to carry OU certification on our products many years ago, as it is a must for a company that sells its products in the United States," says CEO David Wolf.

