

ADVERTORIAL

Norman's *Chalav Yisrael* Greek Yogurt Quickly Sells Out

The kosher world is buzzing about Norman's groundbreaking new product, *chalav Yisrael* Greek yogurt. After hitting the shelves on December 19, the yogurt sold out in just hours.

"We had three flavors available," says Shamshi Segedin of Gourmet Glatt in Brooklyn, N.Y. "Within minutes, two flavors were sold out. The third lasted maybe two hours. The demand has been nonstop; we can't keep up!"

Howie Klagsburn of Gourmet Glatt Emporium in Cedarhurst, N.Y., quickly sold out the two shipments he received. "We're waiting for more to come in," he remarked. "Hopefully we'll have it within the next few days."

"When I heard my friends raving about Norman's Greek yogurt, I ran to the store to try some for myself," says S. W. of Lakewood, N.J. "Unfortunately for me, it was all sold out! I'm now waiting for my supermarket to receive a new shipment, and it can't come soon enough."

C. S. of Monsey, N.Y., was enthusiastic about trying Greek yogurt for the first time since there has never been a *chalav Yisrael* Greek yogurt in grocery refrigerators. "I have relatives who eat non-*chalav Yisrael* Greek yogurt all the time, and now I can finally try Greek yogurt for myself. Norman's completely blew away my expectations."

It's not just the adults who are raving about this product. E.S. of Brooklyn was excited about the strawberry flavor. "My kids are picky eaters, but I know they will love the creamy, tangy taste of strawberry Greek yogurt. And it's great to know they're getting so many vital nutrients."

What is it about this product that's causing such a stir? Norman's Greek yogurt was developed by a panel of experts who sought to create a rich texture and taste that would exceed the marketplace standard. For the first time, tens of thousands of households that use only *chalav Yisrael* will be able to enjoy the taste and benefit from the yogurt's healthy features. It is made in Norman's exclusive

chalav Yisrael factory and is produced in small batches to ensure that every spoonful is of the highest quality.

Norman's Greek yogurt comes in six delicious flavors — plain, strawberry, peach, black cherry, vanilla, and blueberry. Additional flavors will be added in the coming months. Starting at just 100 calories a serving, it is enough to satisfy the palate of yogurt lovers while providing a whopping 14 to 18 grams of protein, depending on the flavor. For dieters, it is certainly an alternative to high-carb and sugar-free products.

Norman's Dairy Delights said "were delighted to be able to bring this healthy and tasty addition to the kosher consumer." The company, which is planning to release many new recipes using the Greek yogurt, said the product can be used in many ways. For example, it suggested, "Add some fruit and honey to it, place it on top of pancakes, substitute it for cream cheese in recipes, or just grab a carton for a quick snack on the go. The possibilities are endless, and so are the benefits."

Norman's added, "Imagine a 6-ounce cup of yogurt that is loaded with all the minerals the body requires and can be as satisfying as a meal at any time of the day."

E. L. of Lakewood couldn't believe how filling Norman's Greek yogurt is. "When I tasted the black cherry flavor, my favorite, it was so rich and creamy I double-checked the container to make sure it was really zero-fat! After eating one serving, I was totally satisfied. It really is a meal in itself."

Norman's has already released a statement acknowledging the shortage. "We sympathize with all the people who haven't managed to get their hands on our Greek yogurt yet. We'd be frustrated too! Fortunately, the reaction has been tremendous, and we're currently increasing capacity so that we can keep up with the huge demand and make Greek yogurt available in even more stores."

"Until then, try to hang in there, and keep an eye out for many more innovative dairy products coming soon."

Medical School to Anchor Rebirth of Horton Hospital Site

Plans were announced today that would revitalize the long-vacant Horton Hospital complex in Middletown, New York, turning it into a regional medical and educational center anchored by Touro College of Osteopathic Medicine (TouroCOM), an affiliate of the New York City-based Touro College and University System. The final approval process for the new school is presently under way.

When fully operational, the new medical school would enroll more than 500 students and occupy up to 110,000 square feet of space in the complex. In addition to the medical school, a portion of the space may be devoted to other health science-related schools.

Touro would enter into a long-term lease with the property's owner, The Danza Leser Group, and would invest \$24 million in renovating the facility. Boosted by \$1 million from the State of New York's Regional Council Program, the initiative would create some 800 jobs.

"Expanding Touro's College of Osteopathic Medicine in the former Horton Hospital site would offer a rare opportunity to meaningfully improve the health-care and educational systems and provide an economic boost to an underserved area of New York State," said Dr. Alan Kadish, president and CEO of Touro College and University System. "This planned extension of TouroCOM's main campus would help ensure that the Hudson Valley and Catskill regions have enough physicians to meet growing needs in the coming decades."

Currently located on Harlem's 125th Street, TouroCOM would offer a four-year degree program for physicians at the new campus, the school's largest-ever expansion. TouroCOM is also considering training physical and occupational therapists, nurses and pharmacists at the site.

"We pursued this property because we understand the increasing need for medical services in this area," said Tony Danza, a partner in The Danza Leser Group. Danza said the company had been working on a medical-school concept for this location since 2008.

In addition to the TouroCOM expansion, Danza Leser would develop 250 housing units for students and faculty. The developer is also in talks to include a 200-student school operated by Allied Health and an assisted-living facility in the complex. The project is projected to generate \$275 million in economic activity.

"Touro College of Osteopathic Medicine would provide our residents with quality health options while adding much-needed jobs to our region," said Orange County Executive Edward A. Diana. "I welcome them to our county and look forward to their success in our community."

"The health indicators for our region are as bad as the worst places in the United States," said Dr. Ron Israelski, a prominent physician in Orange County who helped make this medical school possible. "So in addition to the national trend that we need more doctors for an aging population, we need more schools for doctors. With TouroCOM, we address local needs for good health and quality

higher education while giving a boost to the region's economy."

"Our approach to medical education is strongly connected to community service and community engagement," said TouroCOM dean Dr. Robert Goldberg. "We look forward to working in close cooperation with a broad spectrum of local constituencies to make long-term improvements in health outcomes throughout the region."

"Osteopathic medicine places special emphasis on teaching and learning in the areas of primary care, and adopts a holistic approach to the patient," said Dr. Jay Sexter, CEO of TouroCOM. "Medical students nationwide are increasingly turning to osteopathic medicine because of its capacity to enhance the healing process. The Hudson Valley region would reap the benefits."

Middletown Mayor Joseph DeStefano said the project would have a huge impact on the Hudson Valley. "They would be bringing a very significant project to our city," DeStefano said. "This would be one of the largest projects in this region in decades. Just like the rest of the nation, our community has struggled for years. This project would transform the area."

The Touro College and University System is one of the largest health-care educational systems in the nation, offering a wide array of degree programs in medical and health sciences fields.

In addition to colleges of osteopathic medicine in New York City and the one announced today in Middletown, the Touro system also includes colleges of osteopathic medicine in Nevada and California. Touro has colleges of pharmacy in both New York and California, as well as graduate and undergraduate schools of health sciences on Long Island and in Manhattan, Nevada and California.

Together with New York Medical College, the Touro College and University System educates approximately 5,300 health sciences students annually.

According to the 2010 census, Middletown's population is 28,086. Middletown and its outlying communities have several community colleges and high schools.

About the Touro College and University System

Touro is a system of Jewish-sponsored nonprofit institutions of higher and professional education. Touro College was chartered in 1970 primarily to enrich the Jewish heritage and to serve the larger American community. Approximately 19,000 students are currently enrolled in its various schools and divisions.

Touro College has branch campuses, locations and instructional sites in the New York area, as well as branch campuses and programs in Berlin, Jerusalem, Moscow, Paris, and Florida. Touro University California and its Nevada branch campus, as well as Touro College Los Angeles and Touro University Worldwide, are separately accredited institutions within the Touro College and University System. For further information on Touro College, please go to touro.edu/media/.

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