

## **FOR IMMEDIATE RELEASE**

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# **Lab Alley Emphasizes the Importance of Kosher Certification in the Food & Beverage Industry**

[Austin, TX] – October 1, 2024 – Lab Alley, the leading supplier of natural, essential, and high-purity chemicals, highlights the crucial role of Kosher certification in the food & beverage industry. This certification represents more than adherence to Jewish dietary laws; it embodies a commitment to quality, safety, and ethical production practices that resonate with a wide range of consumers.

Kosher certification ensures production meets strict standards for purity and cleanliness, assuring consumers about the integrity of the ingredients they use and consume. This certification is particularly significant in today's market, where consumers are increasingly concerned about food safety, sourcing, and ethical production.

"Kosher certification is not just about religious compliance; it's a mark of quality and trust," said Fred Elabed, Chief Executive Officer and Co-founder of Lab Alley. "In the food & beverage industry, it signifies products have been produced under stringent guidelines, ensuring they are pure, safe, and responsibly sourced. This level of assurance is invaluable to both consumers and manufacturers."

Holly Elabed, Chief Visionary Officer and Co-Founder of Lab Alley, adds, "Consumers today are more informed and selective about the products they consume. They seek transparency and accountability from brands. Kosher certification provides that, making it a vital differentiator in a competitive market. It's about meeting the highest standards and building consumer trust."

For manufacturers, obtaining Kosher certification opens up new market opportunities. It appeals not only to Jewish consumers but also to a broader audience that values clean, ethically produced food. This certification can enhance a brand's reputation, expand its consumer base, and increase market share.

At Lab Alley, the commitment to providing Kosher-certified chemicals is unwavering. The company ensures its products meet the highest standards of purity and safety, supporting food & beverage manufacturers in delivering top-quality, trustworthy products to the market.

For more information about Lab Alley's Kosher-certified products and their benefits, visit [Lab Alley's website](#).

**About Lab Alley:** Lab Alley is a woman-owned and three-time INC. 5000 honoree as one of the fastest-growing companies in the country. Lab Alley meticulously sources and curates a diverse range of products to meet the precise technical requirements and specifications of its diverse clientele within its three core offerings; natural, essential, and high-purity chemicals. With Lab Alley, customers can stay on budget, on time, every time with products available in both bulk and small unit sizes. Serving over 16 diverse industries throughout the United States and Canada, Lab Alley provides *Essential Chemicals for a Better World* and is a trusted partner with an extensive range of high-quality products. For more information about Lab Alley, please visit [LabAlley.com](http://LabAlley.com).

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