

May 20, 2020

## Major Franchise Throws Kosher Customers Under the Bus, Loyal Customers Charge



Los Angeles... Kosher consumers are up in arms over an announcement by the Coffee Bean & Tea Leaf Company that it was removing its kosher certification and would switch to selling non-kosher baked goods, for example. It also sells sandwiches and salads that were kosher. In a statement posted on its website on May 12, the Coffee Bean and Tea Leaf Corporation announced it would move to non-kosher. The statement cited consumer research and the economic exigencies of the coronavirus pandemic and noted that some packaged food offerings and all beverage ingredients

would remain kosher. The non-kosher food options will begin appearing in Coffee Bean display cases on June 8. Some activists in the community are planning public protests. Multiple petitions to keep Coffee Bean kosher were launched on Change.org, one of which drew 5,000 signatures within 24 hours of its creation.

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