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COVID-19 Extracts Toll on Kosher Wine & Spirits



Bayonne, NJ...The Covid-19 pandemic has affected all aspects of the kosher food business, including wine and spirits, according to Jay Buchsbaum, Executive Vice President of Marketing for the Royal Wine

Company (Kedem). Buchsbaum, who is also responsible for wine exports to Latin America noted: "Throughout Latin America currencies are in steep decline against the US Dollar. As a result, imported wines on those markets are much more costly and a decline in consumer spending on these has taken an even greater toll on sales."

Charles Lynch, Royal's VP of Spirits Business Development, said that "the closure of on-premises businesses has significantly impacted the market. As well, launching and growing new brands has proven more difficult. Of course, the Covid-19 lockdown had a major impact on wine and spirit sales during the all-important Passover season as well as

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