

Smoking Oils in Your Kitchen are Like Having A Smoking Gun!

De La Rosa Real Foods & Vineyards's objective for more than 30 years has always been to help the Jewish community make healthier food choices by creating products that are Non-GMO (not using genetically modified organisms), Gluten-Free, Vegan, Kosher(many Kosher for Passover) and always healthy. De La Rosa makes a genuine effort to offer Organic products whenever feasible. The Holy Torah has a specific mitzvah, ve-nishmartem meod lenafshotechem (You shall guard exceedingly your physical well being) and this means making healthier food choices.

Rabbi Asher Devere Girshberg (A"H), the founder of De La Rosa, discovered the heart healthy advantages of grape seed oil as a superior oil to use for all cooking needs, for Pesach and year round. Our revered teacher Ha Rav Ovadia Yosef zt"l was instrumental in working with Rabbi Girshberg to approve the hechsher of De La Rosa Grape Seed Oil, in the footsteps of the Chatam Sofer.

CEO Yehudith Girshberg explained, "We are what we eat so what we eat matters. We work on the formulations of our products to make them as healthy as possible, using the fewest amount of ingredients and eliminating anything that we feel is potentially harmful."

Consumers are not generally aware as to what a high smoke point for cooking oils means and the importance of choosing the right oil for the right job. Different oils are meant to handle heat or not handle heat. An oil that reaches its' smoking point begins to fall apart, releasing harmful fumes into the air and into the food. Using the wrong oil can really be a threat to our health and well-being.

Some oils can't take any heat, like flaxseed and wheat germ oils, and should only be used for dips and dressings. Extra virgin olive oil is classified into the medium category which means that it is a finishing oil and for salads but it is NOT a good oil to use for high heat cooking. For deep frying, the USDA recommends that you use oils with the highest smoke points, including grape seed and avocado oils.

De La Rosa's Grape Seed and Avocado Oils are not only safe to cook foods in because they don't smoke, they are also heart healthy and don't add unwanted flavor to foods.

Many people believe that Kosher equals healthy, but that is not always true. Kosher foods that are full of chemicals, pesticides and GMO's are a danger to the wellbeing of the body and soul. We must protect our families, especially our innocent children.

Chamira Sakanta Me'Isurah - Threat to life must be avoided. Eating foods full of unhealthy and genetically modified ingredients can really be harmful to one's health.

All De La Rosa Real Foods & Vineyards products, including vinegars, tahinis, juice and wine, should be in your local stores or at www.delarosa613.com or on Amazon. Contact De La Rosa at: (718) 333-0333 or info@delarosa613.com.