

# Kosher

## Substantiation Requirements

**\*This guide applies to products sold in the US market. It is not intended to apply to products sold or marketed internationally.**

### Product Scope


These requirements are applicable to food and consumable products.


### Claim Language

The requirements in this document are applicable to kosher claims and any of the following variants:

- Certified kosher, kosher certified
- Most common kosher symbols:

Kosher -  "OU" or "OU-Pareve"

Kosher Dairy -  Contains a dairy product or was made on equipment also used for making dairy products

Kosher Meat -  Contains meat or was made on equipment also used for making meat products (also dairy-free).

There are other kosher symbols for which this standard will be applicable.

### Definitions

**Kosher:** For purposes of this document, kosher foods conform to a Jewish dietary framework for food preparation, processing and consumption. Kosher is derived from the Hebrew word "kashér" which means "fit for use, proper, and suitable for consumption."

### Consumer Protection Compliance

## Omnichannel Merchant Requirements

The approved claim to be used in Walmart and Sam's Club omnichannel initiatives is "**kosher**".

Kosher claims **cannot** be inferred from an ingredients list or external sources.

### Substantiation Requirements

Before representing a product as "kosher" in any omnichannel initiative, the Merchandising team must ensure that the following requirements are met:

- The kosher claim and symbol are on the packaging

### Additional Requirements

As part of the omnichannel initiatives, the following or similar statement should be prominently displayed to consumers: "These products have been certified Kosher. Always check the label to ensure the product aligns with your dietary preferences." Modifications to this language should be escalated to Consumer Protection Compliance.

## Private Brand Requirements

The approved claim to be used on Walmart and Sam's Club's private brand packaging is "kosher."

### Substantiation Requirements

Before representing a private brand product as "kosher" on packaging or in any omnichannel initiative, the supplier must ensure the following requirements are met:

- The supplier must complete and provide in the specification system a Supplier Acknowledgment of Expectations for the kosher claim, **AND**
- A third-party certification from a certifying body recognized by Walmart from each manufacturing facility indicating the product is kosher. The document must be stored in Walmart or Sam's Club's product specification tool.

### Label Requirements

Consult the Proofing Standard or Brand Guide as it may contain additional brand requirements.

## Ongoing Substantiation Requirements

The supplier must ensure the certification is maintained annually and stored in Walmart’s or Sam’s Club’s product specification platform.

## Recognized Certifying Bodies and Certifications\*<sup>1</sup>

\*Please refer to the **Seals and Certification Standard** for additional information.

- Requires certification by rabbinical organizations
- Orthodox Union Kosher - OU
- OK Kosher
- KOF-K Kosher
- Star-K
- CRC Kosher Certification

## Continuing Obligation to Defend and Indemnify

As a private brand supplier to Walmart Inc., the supplier is solely responsible for the accuracy of all product labeling and claims. Compliance with the requirements outlined in the “Product and Packaging Claims - Substantiation Requirements for Private Brands”, or any label review conducted by or at the request of Walmart Inc., in no way impacts contractual defense and indemnity obligations to Walmart Inc. as set forth in the Supplier Agreement for all claims related to merchandise, including claims related to the labeling.

Version History				
Version	Approved By	Revision Date	Description of Change	Author
1.0	Alissa Gardenswartz	11.1.24	Original version was drafted.	Kathy Cuevas, Elizabeth Stoll

<sup>1</sup> For private brand products’ certifications, Walmart Inc. must enter into a license agreement, along with the supplier.