

ROSH HASHANAH & YOM KIPPUR

SEPTEMBER 25-27, 2022 &
OCTOBER 4-5, 2022

Rosh Hashanah is the Jewish New Year. It begins at sundown of the first day of Tishrei, which is the seventh month of the Hebrew Calendar. It is a two-day observance that honors the creation of the world. It also begins a 10-day period of introspection and repentance called the Days of Awe.

The Days of Awe end with Yom Kippur, known as the Day of Atonement. The central themes are atonement and repentance. Jewish people traditionally observe this holy day with a day-long fast, confession, and intensive prayer, often spending most of the day in synagogue services.

These two holidays are the “High Holy Days” in Jewish religion.

CUSTOMS

During these holidays, many attend synagogue. Traditionally, both are considered days of rest in which no work should be done. One symbolic ritual is the sounding of the shofar, which is a trumpet made from a Ram’s horn. On Rosh Hashanah, some practice Tashlikh by reciting prayers and tossing bread or pebbles into flowing water, symbolizing the castoff of sins. The greeting for Rosh Hashanah is “L’Shana Tovah” which means “For a good year.” You can also simply say “Happy Rosh Hashanah.” It is also a tradition to fast for Yom Kippur and break the fast at sundown. An appropriate greeting would be “Have an easy fast.” This is a solemn holiday.

FOOD

Apples and honey are often served during Rosh Hashanah to sweeten the New Year. Round challah bread is also popular to symbolize the cycle of the New Year. Pomegranates are auspicious as their 613 seeds reflect the 613 commandments in the Torah, the Jewish holy book. Additionally, during these holidays, it can be helpful to familiarize yourself with the Kosher diet for those who are following it.

While this fact sheet is meant to provide a high level overview, there are many different perspectives and ways to celebrate each holiday or heritage month.



ACTIVATION SUGGESTIONS.

1. *Feature menu or drink specials that feature pomegranates , honey, apples or challah and other holiday foods.*
2. *Add specialty Jewish food items to menus.*
3. *Support local Jewish-owned businesses as retail suppliers.*
4. *Recognize Jewish associates upon arrival to work.*
5. *Be curious about people’s holiday plans. Ask them what they are doing or about their traditions.*
6. *Consider a donation to or volunteer time at a Jewish charity of restaurant’s choice.*
7. *Use menus, specials, signs, banners and websites to acknowledge the holidays.*
8. *Have a meaningful fast prior to the solemn day of Yom Kippur.*



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