

# GROCERY SHOPPING CHEAT SHEET

## USEFUL INFO

Recommendation: for **better quality** and fresh veggies and fruits, try to get yours from a produce market or local veggies and fruits store (check last page for a list).

**Delivery option at the cashier:** after buying your stuff at the store, you can ask for it to be delivered at home (it usually costs 30 shekels and takes up to an hour).

### **Parking:**

There is no parking available in supermarkets in Tel Aviv. However, you can go to the store, buy your stuff and ask for home delivery at the cashier.

There is usually parking in supermarkets in Herzliya. If it's a paid parking, you can ask for a "parking ticket כרטיס חניה" from the main cashier once you finish paying for your products.

**Carts checkout:** You might need an Israeli ID number in order to check out the shopping car (for example, at the Shufersal store at Cinema City Mall, Herzliya). You can use your 9-digit ID that's written on your Israeli Driver's License or Israeli Car Insurance. If you do not have an Israeli ID number, you cannot check out a cart.

# GROCERY SHOPPING CHEAT SHEET

## BREAD SECTION

**Challah חלה:** is a special bread in Jewish cuisine, usually braided and typically eaten on ceremonial occasions such as Shabbat and major Jewish holidays (other than Passover). Challah is usually parve (containing neither dairy nor meat—important in the laws of Kashrut), unlike brioche and other enriched European breads, which contain butter or milk. Israeli challah contains eggs or olive oil in the dough as well as water, sugar, yeast, salt, honey and raisins. It is topped with sesame.



**Pita bread פיתה:** is a family of yeast-leavened round flatbreads baked from wheat flour, common in the Mediterranean, Middle East, and neighboring areas. It includes the widely known version with an interior pocket, also known as Arabic bread. Supermarkets usually have pita bread in the bread section, but also bakeries would have fresh ones. Known bakery in Tel Aviv: Abulafia Bakery.



**Laffa Flatbread לפה:** Taboon bread is Levantine flatbread baked in a taboon or tannur 'tandoor' clay oven, similar to the various tandoor breads found in many parts of Asia.



**Small bread לחמניה:** A roll is a small, usually round or oblong individual loaf of bread served as a meal accompaniment or for sandwiches.





# GROCERY SHOPPING CHEAT SHEET

## DAIRY SECTION

### Yogurt

	<p><b>Plain yogurt יגורט</b>          Red - Plain White yogurt          Blue - Sweet vanilla yogurt          Peach - Peach flavored yogurt          Purple - Passion fruit flavored yogurt          Bottom: Tnuva brand – most popular (1.5%, 3%, 4.5%)          It tastes just like yogurt. Creamy, but light, a little tangy.</p>
	<p><b>Danubah yogurt דנובה or Dannoneh yogurt (bio) דנונה</b>          Compared to the 4.5% yogurt this one has a smoother, creamier texture, with less tang.          “Bio” means it still contains the live active cultures used to ferment the milk, producing yogurt. Yogurt without the “Bio” label has been heat treated after fermentation, killing the cultures.          Bottom is Dannoneh yogurt with different flavors.</p>
	<p><b>PRO 10,15,20</b> by Dannoneh          made with the highest number of live cultures of probiotics. They help with digestion, immune system, UTIs, etc.</p>
	<p><b>Shemenet שמנת</b>          Similar to <b>sour cream</b>, at 9, 15, and 27% fat content. To give you some reference, Daisy brand sour cream sold in the U.S. has 17% fat, and its light version has 8% fat.          Yotvata brand on top and Tnuva brand at the bottom.</p> <p><u>9% (green container)</u>: Begins quite solid with liquid sitting on top. After stirring it is quite thicker than the yogurt/gil/eishel. Rich taste.</p> <p><u>15% (blue container)</u>: Begins more solid with less liquid sitting on top. After stirring it is even thicker than the 9%, approaching a whipped cream cheese. The taste is exactly like sour cream from the US.</p> <p><u>27% (gold container)</u>: Starts out very thick and is not so easy to stir. The color is slightly more yellow - more like butter. It looks a bit like a frosting. The taste and texture are like a mix between sour cream and</p>

## GROCERY SHOPPING CHEAT SHEET

	<p>cream cheese. Maybe good as a base for cream cheese frosting, or sandwich spread, or dip, but very fatty.</p>
	<p>These don't have an American equivalent. They are types of gevinah lavanah (white cheese) which supposedly are produced the same way and are interchangeable in recipes, depending on your taste.</p> <p><b>Eishel (4.5%) (pink):</b> It is noticeably lumpy, and the flavor is distinctly like buttermilk, without the characteristic tang of yogurt. It's basically like eating a more cultured or solidified version of buttermilk, so if you like buttermilk, you will like this.</p> <p><b>Gil (3%) (blue):</b> The texture is similar to Eishel – a bit lumpy. The flavor is actually very interesting. Compared to the Eishel, it has the same buttermilk taste, but is less tangy and sweeter.</p> <p><b>Classic Sheli (3%):</b> This one has the appearance of the Bio yogurt. It looks very creamy and smooth with no lumpiness. This seems almost identical to Gil except for the texture. Creamy yogurt texture meets subtle sweet buttermilk flavor of Gil.</p>
	<p><b>Yogurt / Laban / Kefir</b> – more used for Arab dishes Thicker type of yogurt and more sour Blue – 6.5% Red – 4%</p>

### Guide:

Tang factor:

Yogurt (most tangy) > Yogurt Bio > Eishel > Gil > Classic Sheli > 9% > 15% > 27% (least tangy)

Guidelines that may be helpful for you:

If you want...

Just yogurt --> go with the Danubah Bio yogurt, because if you're not eating yogurt with active cultures, what is the point?

Buttermilk on a spoon --> Eishel or Gil

Something pleasant and creamy but not too tangy --> Classic Sheli

A replacement for American sour cream --> Shemenet 15%

A replacement for American "light" sour cream --> Shemenet 9%


Creamy cheese for use in recipes like dips or frostings --> Shemenet 27%

# GROCERY SHOPPING CHEAT SHEET

## DAIRY SECTION Different

	<p>This isn't drinkable yogurt, but it is a <b>dairy drink with bacteria for digestion</b>. You see Diet with 0% fat, regular (natural) flavor, and peach and strawberry flavored. The pictures are on the front of the package.</p>
	<p>A <b>yogurt drink</b> made especially for kids in different flavors.</p>
	<p>Bottom row-a sampling of <b>specialty yogurts</b> with added chocolate chunks. Top row-yogurts made especially for kids in kid friendly flavors.</p>
	<p><b>שמנת מתוקה \ שמנת לבישול</b> <b>Heavy Creams for Cooking and Whipping</b> "The White Chef" brand - The mushroom and broccoli type are the same with one picture on each side. This is used for cream sauces; it is like a light cream in the states with 15% fat content (like sour cream for cooking) The 32% and 38% creams are for making whipped cream or anything that calls for heavy cream.</p>
	<p><b>חמאה Butter</b> One wrapped chunk equals one cup for baking purposes. Tnuva (bottom ones): Blue package is unsalted. Orange package is "Dutch type" butter Brown package is regular <b>salted</b> butter. ** pay attention that the salted butter must have the word מלוחה</p>

# GROCERY SHOPPING CHEAT SHEET

	<p><b>מרגרינה</b> Yellow: Unsalted Margarine for baking Red: Butter-flavored Margarine for baking, cooking and frying Blue: Margarine for baking, cooking and frying</p>
---	--

# GROCERY SHOPPING CHEAT SHEET

## DAIRY SECTION

### Milk

	<p><b>Milk Products from Tnuva</b>            Cartons shown from the left:            Large Brown checks with picture of the coffee cup in corner – coffee creamer            Small Red checks – regular 1% milk            Small Blue checks – regular 3% milk            Large Teal checks – regular 3% milk with Vitamins A and D added            Large Green checks – regular 1% milk with Vitamins A and D added            Large Purple checks – regular 0% milk with Vitamins A and D added            Large Yellow checks with picture of sun in corner – vanilla flavored 3% milk            Large Yellow checks with picture of cereal bowl in corner – sweetened milk for cereal</p>
	<p><b>Yotvata milk</b>            Red, dark blue and green – regular enriched milk with different percentage            Light blue – natural milk 3.6%            Purple – milk with less lactose            Orange (on the left) – milk without lactose</p>
	<p>Right - "Soya" brand of <b>Soy Milk</b>, comes in flavors such as vanilla and chocolate            Left – Tnuva plant-based milks</p>
	<p><b>Buttermilk</b>, in Hebrew it is called REVYON</p>
	<p>An Israeli product <b>similar to buttermilk</b>, called KEFIR</p>



# GROCERY SHOPPING CHEAT SHEET

	<p><b>Coffee Creamer</b> Coffee creamers are not very popular in Israel, but these you can find next in the coffee section or next to UHT milk.</p>
	<p><b>UHT milks חלב עמיד</b> It is handy to keep around since you don't have to refrigerate it.</p>
	<p><b>Sachlav סחלב</b> Sachlav is a thick milk-based drink seasoned with sugar and rosewater and topped with coconut, pistachios, walnuts, cinnamon, or whatever else you enjoy. Sachlav actually translates to orchid, because in the old days sachlav was flavored and thickened with the starch from the orchid bulb. Since orchid bulbs are so expensive, these days, corn flour is used to thicken the drink. * You can buy mixes or premade sachlav in Israeli grocery stores, but it's very easy to make at home from scratch.</p>
	<p><b>Mallabi מלבי</b> Mallabi is basically a cold, thicker, pudding version of sachlav and is so pleasant when the weather gets warm. It is made with milk, heavy cream, corn starch, sugar, and rosewater. It is usually topped with a sweet raspberry or rosewater syrup, followed by the traditional sachlav toppings like coconut, nuts, and cinnamon. * You can buy mixes or premade mallabi in Israeli grocery stores, but it's very easy to make at home from scratch.</p>



# GROCERY SHOPPING CHEAT SHEET

## DAIRY SECTION

### Israeli Cheese

International cheeses are to be found in the refrigerators and in the Cheese section. Here is a guide for the Israeli cheeses that can be found.

#### White Cheese:

	<p><b>“Napoleon” Soft Cream Cheeses (Flavored)</b> The pictures on the package tell you the flavor: A flower is natural flavor, olives is olive flavor, chives is chive flavor.</p>
	<p><b>סימפונייה Cream Cheese</b> This cheese is for spreading on crackers or bread and such. The pictures tell you the flavor: green olive, onion, chive, and natural. The fat content is listed on the side. * Similar to Philadelphia cheese</p>
	<p><b>סקיפס Cream Cheese (5%, 9%)</b> This cheese is for spreading on crackers or bread and such.</p>
	<p><b>Cheese for baking</b> Tnuva <b>White Cheese (3%, 5%, 9%) גבינה לבנה</b> The White Chef <b>Baking Cheese גבינה לאפייה</b> These are also a <b>Cream Cheese</b>, but it is to be <b>used for baking</b>. Americans don't usually make a distinction between baking cream cheese and spreadable cream cheese but they do here.</p>

# GROCERY SHOPPING CHEAT SHEET

	
	<p>Cheese for <b>Cheesecake</b></p>
	<p><b>Cottage Cheese 'קוטג'</b> that comes in ½%, 3%, 5%, 9% fat percentages. One shown is flavored with olives. The light blue/dark blue lid is BIO cottage cheese mixed with yogurt. The "cottage" on the package is the company brand; it does not necessarily mean the product is cottage cheese. On the far left of the picture you can see other brands of cottage cheese that has a picture of cottage cheese on the lid. * It must have the word <b>'קוטג'</b> on it. Don't confuse it.</p>
	<p><b>Labneh לאבנה</b> Tangy, thick, and creamy, labneh (also known as labnah or labne) is basically yogurt cheese. Just like Greek yogurt, it is made by straining yogurt until it loses most of its liquid. If you think of Greek yogurt as strained yogurt, labneh is extra strained yogurt. Very popular in Middle Eastern cuisine.</p>
	<p><b>Bulgaria: Bulgarian Cheese (5%, 16%, 24%) בולגרית</b> (Brands: Gad, Meshek Zuriel, Pireas) Different fat percentage. White package is refined. It's also known as Sirene cheese. It is very common in Israel although it originates from Bulgaria/Balkans. The higher the percentage is the saltier the cheese is. It's very good with tomatoes &amp; cucumber salad.  * The same brands also make Feta Cheese and it looks the same. Pay attention to the different: Bulgarian, בולגרית, Feta פטה.</p>

# GROCERY SHOPPING CHEAT SHEET

	<p><b>צפתית (5%) Tzfatit</b> (Brands: Gad, Pireas, Meshek Zuriel) Top ones are refined. Bottom ones are not refined. Tzfatit cheese is a delicious, salty, semi hard Israeli cowmilk cheese. It gets its name from its city of origin, Tzfat, in the north of Israel. It is somewhat like a feta, but with a higher water content. It is moist, slightly chewy, slightly crumbly, with not very good meltability. Tzfatit cheese is a staple in Israeli breakfasts, where its salty fresh flavor pairs well with raw salads and smoked fish. It is also commonly used in sandwiches where it can be paired with tomatoes, cucumbers, hard boiled eggs and zaatar (thyme).</p> <p>* Bottom picture: Spread Tzfatit Cheese</p>
	<p><b>חלומי Halloumi</b> A white, chewy, salty cheese originally from Cyprus. These days it is usually made from cow's milk. You can fry or grill it. It has a very high melting point so you can cut it into cubes or slices and grill it over a hot pan or grill. It will give a nice crunchy exterior and creamy interior. It's kind of like eating a hot mozzarella stick without the breading.</p> <p>* A very popular salad in Israel is the Halloumi Salad *must try*</p>
	<p><b>גאודה (Israeli) Gouda</b> There are many imported Gouda cheeses, but this Israeli brand makes good ones. Slightly more expensive, but tastier.</p>
	<p><b>סולוגוני Suluguni</b> Also known as Solog, is a Georgian cheese very similar to mozzarella. It can be produced from any type of milk, and is a fresh cheese, aged between 6-48 hours in brine (salt-water solution). Suluguni does taste, look, and feel just like mozzarella. Good replacement for mozzarella in recipes.</p>
	<p><b>טבורוג Tvorog</b> Tvorog is a Russian cheese with a consistency somewhere in between American style cream cheese and farmer's cheese. It may also be called Russian cottage cheese, farmer's cheese, or quark.</p>

# GROCERY SHOPPING CHEAT SHEET

## Yellow Cheese:

	<p><b>EMEK Cheese</b> - similar to Swiss cheese - neutral taste. When shredded, it looks like Mozzarella but it's not. * Good for sandwiches / toasts.</p>
	<p><b>Israeli Cheddar cheese</b> Imported cheddars are very expensive * You can ask the seller to grate it for you or make it in slices</p>
	<p>Left – <b>Emek Cheese</b> which is used instead of shredded mozzarella. This cheese has a great flavor for pizzas and lasagnas. Right is a <b>grated Parmesan Cheese</b>.</p>
	<p><b>Pizzarella פיצרלה *PAY ATTENTION*</b> This is not Mozzarella. This is a “milk protein and vegetable oil” that has been formed into little shreds to look just like grated cheese - but it contains <b>no cheese</b>.</p>

# GROCERY SHOPPING CHEAT SHEET

## DELI SECTION

### Cheese for Sandwiches

	<p><b>Gilboa Cheese גלבוּע</b></p>
	<p><b>Swiss Cheese גבינה שוויצרית</b></p>
	<p><b>Emmental Cheese אמנטל</b></p>
	<p><b>EMEK Cheese</b> - similar to Swiss cheese - neutral taste.</p>
	<p><b>Israeli Cheddar cheese</b> Imported cheddars are very expensive</p>



# GROCERY SHOPPING CHEAT SHEET

## DELI SECTION

### Meat for Sandwiches

	<p><b>Beef Pastirma בקר פסטרמה</b>          Pastirma / basturma is a highly seasoned, air-dried cured beef that is part of the cuisines in the Middle East</p>
	<p><b>Turkey Pastirma הודו פסטרמה</b>          Bottom one is honey flavored</p>
	<p><b>Salami &amp; Pastirma</b>          Very popular package</p>



# GROCERY SHOPPING CHEAT SHEET

## BAKING SECTION

	<p>This <b>Corn Flour</b> is the same as cornstarch which is used for thickening sauces and gravies. If you are looking for corn meal for baking this isn't it.</p>
	<p>This <b>Corn Flour</b> is actually course and fine ground <b>Corn Meal</b> for bread and baking.</p>
	<p><b>קמח חיטה</b>  White Flour - לבן  White Light Flour - לבן בהיר  Whole Wheat Flour - חיטה מלאה</p>
	<p><b>קמח לחם</b>  Whole Bread Flour – קמח לחם מלא  White Bread Flour - קמח לחם לבן</p>

# GROCERY SHOPPING CHEAT SHEET

	<p><b>Self-raising flour קמח תופח</b> For baking &amp; baking cakes</p>
	<p><b>Sugar / Vanilla Powder</b> סוכר וניל</p>
	<p><b>Baking Powder</b> אבקת אפיה</p>
	<p>This is <b>baking soda סודה לשתיה</b> , three different brands. The red package on the right is <b>yeast</b>. There is also a type of yeast that is found in the refrigerated section that must be used quickly.</p>

## GROCERY SHOPPING CHEAT SHEET

	<p>These are <b>chocolate chips and white chocolate chips</b>. Keep in mind that they are <b>PARVE</b>, which means they are not made with milk. For cookies and such they are okay, but they might not work so well if you have to melt them.</p>
	<p><b>Evaporated Milk:</b> in STOP Market at Arena Mall Herzliya (next to the coffee)</p>
	<p><b>Sweetened Condensed Milk חלב מרוכז ממותק</b></p>







# GROCERY SHOPPING CHEAT SHEET

## Hummus Section

	<p><b>חמוס Hummus</b> There are different brands of hummus. The most popular ones are Ahla (red) &amp; Zavar (green).</p>
	<p><b>“Achla” / “Zabar” Salads or “Mezzes”</b> Different tastes like: Dark chunky picante eggplant Finer chunks-Mediterranean eggplant Turkish Eggplant Tahini / Tchina Moroccan Carrots...</p>
	<p><b>טחינה Tahini / Tchina</b> Different brands This type of Tahini is not ready to eat – usually we add water, lemon and salt to it to make it ready, or add to certain food</p>
	<p><b>טחינה Tahini / Tchina</b> This is a ready to eat tahini – similar to Hummus</p>





# GROCERY SHOPPING CHEAT SHEET

## Pasta / Soups / Sauces

	<p>Israel <b>Osem Pasta</b> brand You can also find the Italian pasta brand - <b>Barilla</b></p>
	<p><b>Various Egg noodles</b> in different sizes.</p>
	<p><b>“DON” Osem Soup Mixes</b> Top row – all are chicken soup mix or broth mix Bottom row – mushroom, vegetable, and onion soup mixes One can use the mushroom soup mix instead of canned “Cream of Mushroom” soup. Just make it with more mix and less water. It comes out fine in casseroles and such. You can also mix the onion soup mix with sour cream to make a dip.</p>
	<p><b>Various Osem Brand Soup Mix Packets</b> Some soups available include: chicken noodle, broccoli cauliflower, vegetable and many others. The directions are written in <b>ENGLISH</b> on the back of the packet. FYI- Use the 800ml measurement, not 4 cups. Knorr makes similar products and they are also good.</p>
	<p><b>Tomato concentrate or tomato paste</b>, it is only tomatoes, you must add salt.</p>
	<p><b>Tomatoes</b> These brands are all in English and have the added herbs as shown on the pictures. These contain straight tomatoes, rather than sauce or puree.</p>



## GROCERY SHOPPING CHEAT SHEET

	<p>The “Happy Man” brand is very popular. The Green “Man” can contains <b>crushed tomatoes</b>. The Red “Man” can contains <b>diced tomatoes</b>. The type in the middle is obviously <b>peeled diced tomatoes</b>, sometimes if you look at the can or packages you will find the English.</p>
	<p><b>More Tomato Products</b> The top container is crushed tomatoes, the second container is tomato sauce for cooking, the third is crushed tomatoes with garlic, and the bottom is crushed tomatoes with basil.</p>
	<p><b>And More Tomatoes</b> The can on the left is cooking sauce called rotevteyvashel. The center can is a tomato concentrate. The one on the right is concentrate 1/2 and 1/2 with water and it makes sauce. Just add salt. It is best to try these and see which best suits your preference.</p>
	<p>This is a selection of <b>bread crumbs for baking and frying</b>. Some are flavored, some are plain.</p>





# GROCERY SHOPPING CHEAT SHEET

## Toppings/Spreads/Dressings

	<p><b>Refrigerated Spreads by FRESCO</b>          Pictured from left to right          Green label – Pesto spread          Olive label – Zatar spread          Gold label – Olive oil and sun dried tomatoes          Tan/Yellow label – Argentinean Chimichurri sauce for grilled meat          Red label – Tomato spread          Orange label – Parsley spread</p>
	<p><b>Unrefrigerated Spreads by "OLIVIA"</b>          From left to right on the third row from the bottom          1) Garlic Pepper spread          2) Olive Tapenade          3) Black Olive Tapenade          4) Chili pepper spread HOT!          5) Tomato spread          6) Pesto</p>
	<p><b>Vegetarian Patties</b>          Left to right...          Cauliflower patties          Tofu Schnitzel patties          Corn patties          Spinach patties</p>
	<p><b>Tofu patties</b> from left to right          Plain schnitzel, honey and soy, picante</p>
	<p><b>Frozen herb cubes</b> that come in parsley, ginger, dill and garlic.</p>
	<p><b>"DON" Osem Brand Salad Dressings</b>          You pretty much have to go by the pictures here, there is usually no English on them. From left to right:          1) Honey mustard          2) Italian          3) Creamy Garlic          4) Creamy vinaigrette          5) Thousand Island</p>

# GROCERY SHOPPING CHEAT SHEET

	<p><b>“OLIVIA” brand salad dressings</b> Again, no English From left to right 1) Light vinaigrette (Light will have a white or silver label) 2) Garlic 3) Honey Mustard 4) Thousand Island</p>
	<p><b>Salad toppings and spice mixes-</b> These are found in the natural/organic section at the front of the store. You can see what they are for by looking at the picture on the bottle.</p>






# GROCERY SHOPPING CHEAT SHEET

## CLEANING PRODUCTS



	<p><b>Laundry soap</b> Proctor and Gamble says this is the U.S. equivalent of TIDE. It is called ARIEL.</p>
	<p>This is <b>PLAIN chlorine bleach</b>. It is in a blue bottle and is made by SANO. Please note that almost all of the other bleaches have detergents in them. ** For more natural brands, check the bio sections / natural stores.</p>
	<p><b>Other types of bleach</b> with detergents and scents added. The fragrances are pictured on the bottle.</p>
	<p><b>Antibacterial wipes</b>, in large and small packets Bottom: More antibacterial wipes with different scents</p>
	<p>Different brands of <b>dishwasher salt</b>, which is essential for your dishwasher.</p>
	<p>Clorox can be found in different stores.</p>

# GROCERY SHOPPING CHEAT SHEET

## LOCAL FRUITS

	<p>Diospyros kaki, the Oriental persimmon, Japanese persimmon or kaki אפרסמון</p>
	<p>Canary Melon: tastes like a cantaloupe מלון</p>
	<p>Jerusalem Artichoke / sunchoke ארטישוק</p>
	<p>Fennel שומר</p>
	<p>Pummelo: similar to the white grapefruit פומלו / אשכוליות</p>

# GROCERY SHOPPING CHEAT SHEET

	<p><b>Grapefruit</b></p>
	<p><b>Blood Orange Grapefruit</b></p>
	<p><b>Cactus Fruit / Prickly pear</b> צבר</p>
	<p><b>Plum</b> This might look like a peach, but it's a different color plum</p>
	<p><b>Green Papaya</b></p>

## GROCERY SHOPPING CHEAT SHEET



### **Unripe Dates**

Still good to eat. They contain less sugar – more fiber



### **Guava**

It could be light green or light yellow



### **Acorn Squash / Pepper Squash**



### **Carambola**

Also known as starfruit, is the fruit of *Averrhoa carambola*, a species of tree native to tropical Southeast Asia



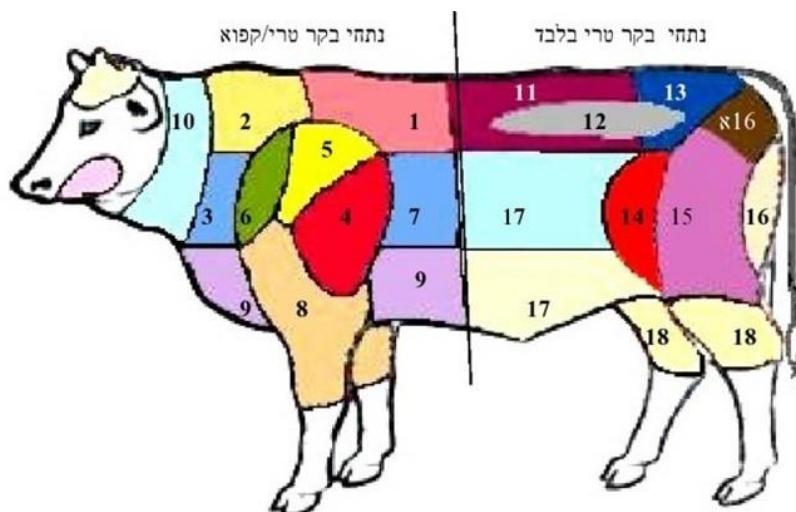
### **Atemoya / Annona**

a hybrid of two fruits – the sugar-apple (*Annona squamosa*) and the cherimoya (*Annona cherimola*) – which are both native to the American tropics



# GROCERY SHOPPING CHEAT SHEET

## MEAT SECTION



- |  |   |
|--|---|
| <b>11</b> מותן <b>sirlion</b> (סינטה, רוזביף)                              | <b>1</b> ורד הצלע <b>wingrib; for ribs</b> (רוזה, ריפ סטייק)<br>אומצה, גריל, צלי בתנור. |
| <b>12</b> פילה <b>filet</b><br>אומצה, צלי-אש, גריל.                        | <b>2</b> צלעות <b>top ribs</b><br>גולש, טחינה, חמין, מרק.                               |
| <b>13</b> כנה העוקץ <b>thick flank</b> (שייטל)<br>אומצה, שניצל, צלי בתנור. | <b>3</b> חזה <b>brisket</b> (ברוסט, בריסקט)<br>גולש, צלי קדרה-תנור, מרק, טחינה.         |
| <b>14</b> אוזית <b>topside</b> (קאצ'קע)<br>צלי קדירה, גולש.                | <b>4</b> כתף מרכזי <b>shoulder</b> (קישרע, פלשע בראטן)<br>גולש, צלי קדירה, טחינה.       |
| <b>15</b> ירכה <b>rumpsteak</b> (צ'עך)<br>צלי ברוטב, קדירה איטי            | <b>5</b> צלי כתף <b>griffe</b> (סינטה, קישרע)<br>צלי קדירה-תנור, גולש                   |
| <b>16</b> ראש ירכה <b>rump</b> (יובראטן)<br>צלי ברוטב, קדירה איטי.         | <b>6</b> פילה מדומה <b>faux-filet</b> (פאלש פילה)<br>צלי קדירה איטי,                    |
| <b>16א'</b> כף <b>silverside</b><br>אומצה, שניצל, צלי קדירה.               | <b>7</b> מכסה הצלע (ריפס)<br>גולש, מרק, טחינה.  |
| <b>17</b> כסלים <b>thin flank</b> (פלדה)<br>טחינה, גולש, רולדה.            | <b>8</b> שריר הזרוע <b>shin</b> (פולי, קאצ'קע)<br>מרק, בישול ברוטב, צלי גולש, חמין      |
| <b>18</b> שוק <b>leg</b> (שריר אחורי, פולי)<br>מרק, צלי, בישול ברוטב,      | <b>9</b> קשתית <b>plate</b> (שפונדרה)   |
|  | <b>10</b> צוואר <b>neck &amp; sticking</b> (האלז)<br>מרק, טחינה, גולש.                  |

## GROCERY SHOPPING CHEAT SHEET

ENGLISH NAME OF MEAT	HEBREW	NAME IN HEBREW	NUMBER
BEEF TENDONS	גידיים	GIDIM	
BRAINS	מח	MOCH	
BRISKET	חזה בקר	CHAZEH BAKAR	3
CHUCK COVER	מכסה הצלע	MICHASEH HATZLAH	7
CHUCK EYE ROAST	ורד הצלע	VERED HATZLAH	1A
CHUCK ROAST	צלעות, ריפּען	TZLAOT, RIFAAN	2
DIAPHRAM	סרפת	SAREFET	
FLANK STEAK	פלדה, כסלים	PLADAH, KISLYIM	
HANGER STEAK	נתח קצבים	NETACH KITZAVIM	
INTESTINES	מעיים	MA'AYIM	
KIDNEYS	כליות	KALAYOT	
LIVER	כבד	CAVED	
LONDON BROIL	מכסה הצלע*	MICHASEH HATZLAH*	7, 16, OR 17
LUNGS	ריאות	RAYOT	
MINUTE STEAK ROAST	צל כתף	TZLI KATEF	5
NECK	צוואר	TZAVAR	10
PANCREAS	לבלב	LAVLAV	
PETIT TENDER	פילה מדומה	FILLET MEDUMEH	6

## GROCERY SHOPPING CHEAT SHEET





RIB, RIB EYE	אנטריקוטת, סטייק עין	ENTRECOTE, STEAK AYIN	1
RUMP	שייטל, כנף העוקץ	SHAITEL, KANAF HAOKETZ	13
RUMP CAP	צ'אך	CHA'CH, PICHANA	
SHANK	שריר אחורי	SHRIR ACHORI	18
SHIN, SHANK	שריר קדמי	SHRIR KIDMI	18
SHORT RIBS, PLATE	אסאדו, קשתית	ASADO, KASHTIT	9
SILVER TIP ROAST	כתף מרכזי	KATEF MERCAZI	4
SILVERSIDE	ראש ירכה	ROSH HAYERECH (YARCHA)	19
SIRLOIN	סינטה, מותן	SINTA, MOTEN	11
SKIRT STEAK	חצאית	STEAK CHATZAIT	
SWEETBREADS	שקדים	SHKEIDIM	
TENDERLOIN	פילה בקר	FILLET BAKAR	12
TESTICLES	אשכים	ASHCHIM	
THICK FLANK	ירכה	YARCHA	15
TONGUE	לשון	LASHON	
TOP SIRLOIN	אוזית	AVAZIT	14
TOPSIDE	כף	KAF	16
TRIBE	קיבה	KIVAH	
GROUND BEEF	בשר בקר טחון	BASAR BAKAR TAHOON	

# GROCERY SHOPPING CHEAT SHEET




## FISH SECTION

English Name	שם מקובל	Hebrew Pronunciation	Photo
ALASKAN POLLOCK	זהבנון	ZAHABNON	
ALBACORE TUNA	טונה, טונה לבנה	TUNA, TUNA LEVANA	
ANCHOVY	אנשובי	ANSHOOVI	
ARROWTOOTH FLOUNDER	שטצד פציפי	SHATTZAD PATZIFI	
BARRAMUNDI	ברמונדי	BARAMUNDI	
BLUE RUNNER	תרחון	TARACHON	
BREAM	זהבון	ZAHABON	
COD	קוד	KOD, ZE'EV YAM	

## GROCERY SHOPPING CHEAT SHEET


COMMON CARP, MIRROR CARP	קרפיון	KARPION	
COMMON DOLPHIN- FISH, MAHI-MAHI	רעמתן	RA'AMATAN	
COMMON GREY MULLET	בורי	BURRI	
FLOUNDER	דג סנדל	DAG SANDAL	
FRIGATE TUNA (MACKEREL FAMILY)	פלמודה	PALMUDAH	
GALILEE ST.PETER'S FISH; MANGO TILAPIA	מושט אביאד	MUSHT, AMNON, TILAPIA	
GILT HEAD SEA BREAM	דניס	DENIS	
GRASS CARP	קרפיון	KARPION ESEV	
GREATER AMBERJACK	אינט'יאס	INTIAS	
GROUPE	לוקוס	LOKUS	
HADDOCK	חמור ים	CHAMOR YAM	
HAKE	מרלזזה, בקלה	MARLUZA, BAKALA	
HALIBUT	הליבוט	PUTIT, HALIBUT	
HERRING	הרינג	HERRING	

## GROCERY SHOPPING CHEAT SHEET

JORDAN ST. PETER'S FISH; BLUE TILAPIA	מושט	MUSHT, AMNON, TILAPIA	
KINNERET BLEAK (CARP)	סרדין טבריה	SARDINE TIVERIA	
LONGHEAD BARBEL (CARP)	כרסין	KARSIN	
MACKEREL	מקרל	MACKEREL	
MEAGRE (DRUM)	עיט הים	EIT HAYAM	
NILE PERCH	נסיכה נילוס	NISICHAH NILUS	
PINK DENTEX (RED SNAPPER)	פארידה	FARIDAH	
PLAICE	פלייס	PLAICE	
POLLACK	פולק	POLOK	
RED DRUM	מוסר	MUSAR	
ROUND SARDINELLA	דקה	DAKA	
SALMON	סלמון	SALMON	
SEA BASS	לברק	LEVRAK	
SHAD OR WHITEFISH	עלזה	ALUZAH	
SHI DRUM	לבט	LEVET	
SILVER CARP	כסיף	KASIF	
SKIPJACK TUNA	טונה, טונה בהירה	TUNA, TUNA BEHIRAH	
SPANISH MACKEREL	פלמידה לבנה	PALMIDAH LEVANAH	



## GROCERY SHOPPING CHEAT SHEET

STRIPED BASS	בס	BASS	
STRIPED RED MULLET	ברבוניה	BARBUNIA	
STRIPED SEA BREAM	מרמיר	MORMIR	
TROUT; RAINBOW TROUT	פורל	FOREL	
TRUE SOLE, DOVER SOLE	סול	SOL	
TURBOT	פוטית	PUTIT	
YELLOWSTRIPE SCAD	צנינית צהובת פסים	TZNINIT TZAUBAH PASIM	
YELLOWTAIL AMBERJACK	אינטיאס	ANTIAS, SHULA	

# GROCERY SHOPPING CHEAT SHEET

## Useful Hebrew Phrases

I don't speak Hebrew – Ani Lo Medaber / Medaberet Ivrit – אני לא מדבר/ת עברית

Do you speak English – Ata Medaber Anglit? - אתה מדבר אנגלית?

Can you please help me? – Ifashar Izra? – אפשר עזרה?

Please – Bivakasha – בבקשה

Thank you – Toda – תודה

Original Tax Invoice – Heshbonit Mas Makor – חשבונית מס מקור

Hummus - חומוס

Tahini – Tchina - טחינה

Turkey – Hodo - הודו

Beef – Bakar - בקר

Lamb – Taleh - / כבש - Kaves טלה

Ground Beef – Basar Bakar Tahoon / בשר בקר טחון

Hot dogs – Naknikiyot - נקניקיות

Gluten Free – Lelo Gluten - ללא גלוטן

Market – Shuk - שוק

Dairy – Halavi – חלבי

Non-dairy – Parveh – פרווה (containing **no** dairy and **no** meat)

Meat product – Basari – בשרי

# GROCERY SHOPPING CHEAT SHEET

## Loyalty Cards

### **Tiv Ta'am**

Offers discount for ordering online or in the store. No points system. Sign up (for free) for the loyalty card on the website after creating an account.

### **Shufersal**

With each purchase, you gather points, once you reach 1000 points, you get 100 shekels off your next purchase.

\* No loyalty card without a Resident ID 9-digit number (found on your Israeli Driver's License or Car Insurance).

### **STOP Market**

They don't have a loyalty card, but they have a card that you can get from the service cashier. The customer service rep stamps it every time you buy more than 200 shekels' worth of groceries/items. After you collect 16 stamps, you get 100 shekels off your next purchase.

### **Mega Bair**

YOU-Card: There are 2 types – one is just a loyalty card and another is a credit card that will be connected to your bank account.

You can get the YOU loyalty card at one of Mega Stores.

You get discounts in Mega Bair that are available only for YOU-Card owners + Discounts on fuel at Dor Alon gas stations.

### **Victory**

Offers a Credit Card that is connected to your bank account. You must have an Israeli Bank Account.

### **AM:PM**

No need for an ID. You can sign up using the website or the app (in English). You get discounts on products + you pay 15 shekels instead of 30 shekels for delivery.

# GROCERY SHOPPING CHEAT SHEET

## Open Air Markets

### **Hanamal Market שוק הנמל**

Shuk Hanamal, Hangar 14, Tel Aviv Port  
[www.shukhanamal.co.il](http://www.shukhanamal.co.il)

Locally grown fruit, vegetables and herbs and freshly produced cheeses together with hand pressed oils, handpicked flowers and homemade beers are all on sale directly from the producer to the buyer.

Sunday 9am – 4pm (not fully)  
Monday – Thursday 9am – 7pm  
Friday 7am – 3pm  
Saturday 9am – 5pm

### **Carmel Market שוק הכרמל**

Shuk HaCarmel, HaCarmel, Tel Aviv  
<https://en.shuktlv.co.il/category/carmel-market>

The most famous of all Tel Aviv's food markets is undoubtedly Shuk HaCarmel. Centrally located on HaCarmel Street, the stalls here are full to the brim with the freshest produce one can find in this lively, gastronomic capital.

Sunday – Thursday 8am – 8pm  
Friday 8am – 5pm  
Saturday closed

### **Levinsky Market שוק לוינסקי**

Shuk Levinsky, Levinsky (between HaAliyah and Herzl), Tel Aviv  
<https://en.shuktlv.co.il/>

Levinsky Market is located in the Florentin area of South Tel Aviv and has become a cosmopolitan foodie's market, showcasing the best food on offer around the city. The foods sold at this market originate from immigrants from Iran, Greece, and Turkey, among others,

## GROCERY SHOPPING CHEAT SHEET

where the spices are fragrant, Middle Eastern sweetmeats are made fresh and bought daily from Nazareth, and the roasted nuts are the best in the city.

Sunday – Friday 9am – 5pm

Saturday closed

### **Herzliya Farmer's Market שוק הרצליה**

Open every Thursday from 3-9 pm in the Industrial Zone.

### **Jaffa Port Market שוק יפו**

In the eastern section of the Jaffa Market at the Port, in the center of the renovated Hangar 1.

The Farmers Market at the Jaffa Port is made up of stalls selling vegetables, fruits, cheeses, flowers, oils, baked goods and much more – all in keeping with the season and sold directly from the farmers and producers.

Every Friday 09am - 2pm

### **Kfar Netter**

Located near WBAIS (school)

This market has cheap produce every Friday. Left at the first light after the train station exit. Straight until the street turns 90 degrees and park. Walk up the drive way of the first house and find seasonal produce.

# GROCERY SHOPPING CHEAT SHEET

## Produce Markets

### **Tel Aviv**

Lakatif: Bograshov St 10, Tel Aviv-Yafo

[www.lakatif.co.il](http://www.lakatif.co.il)

Reut Fuits: Ben Yehuda St 172, Tel Aviv-Yafo

[www.reut-fruit.co.il](http://www.reut-fruit.co.il)

Fruityland: Arlozorov St 53, Tel Aviv-Yafo

[www.fruity-land.co.il](http://www.fruity-land.co.il)

Grand Pri: Shlomo Ibn Gabirol St 107, Tel Aviv-Yafo

Masaryk Fruits: Sderot Masaryk 21, Tel Aviv-Yafo

Hayarkanya: Yehuda HaMakkabbi St 66, Tel Aviv-Yafo

### **Herzliya**

Town's veggies: HaRishonim St 2, Kfar Shmaryahu

Taam Apri: Maskit St 35, Herzliya

[www.taam-apri.co.il](http://www.taam-apri.co.il)

Shelley's Produce - Barak Ariel Veggies store: Ha-Ma'apailim St. 11, Kfar Shmaryahu

PriNof: HaParsa St 7, Herzliya

Hasharon Farm (Meshek Hasharon) – by WBAIS: Beit Yehoshua

Meshek Fine: Behind the strip mall in Gaash/Shfayim