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**The Simcha Link is the all-new magazine focusing on Balei Simcha and everything around Simcha preparation.**

The magazine features articles, tips and adverts relating both directly and indirectly to Balei Simcha. The magazine is neatly indexed according to category to further enhance its usability; published bi-annually to keep the information up to date. Our next publication is due in the summer lyh.

We hope you will enjoy our publication and find it useful for your Simcha preparation and wish you lots of nachas and Simcha.

Your input will be greatly appreciated and will help us improve our future publications. Feel free to share your comments, ideas and feedback. All information provided will remain confidential unless otherwise specified.

At this time we would like to thank our staff members and freelancers for putting in their effort, ensuring our publication is a success.

Mr M. M Bamberger - Editor

Mr B. Binet (Strategree) - Copywriter

Mrs B. Rechnitzer (Keewee Design) - Designer

Mrs S. Heskell - Designer

Miss T. Reitzer - Designer

Mrs Krausz - Copywriter

Mrs Atkins - Copywriter

Wishing you much success in all future endeavours.

*S. Deutsch*  
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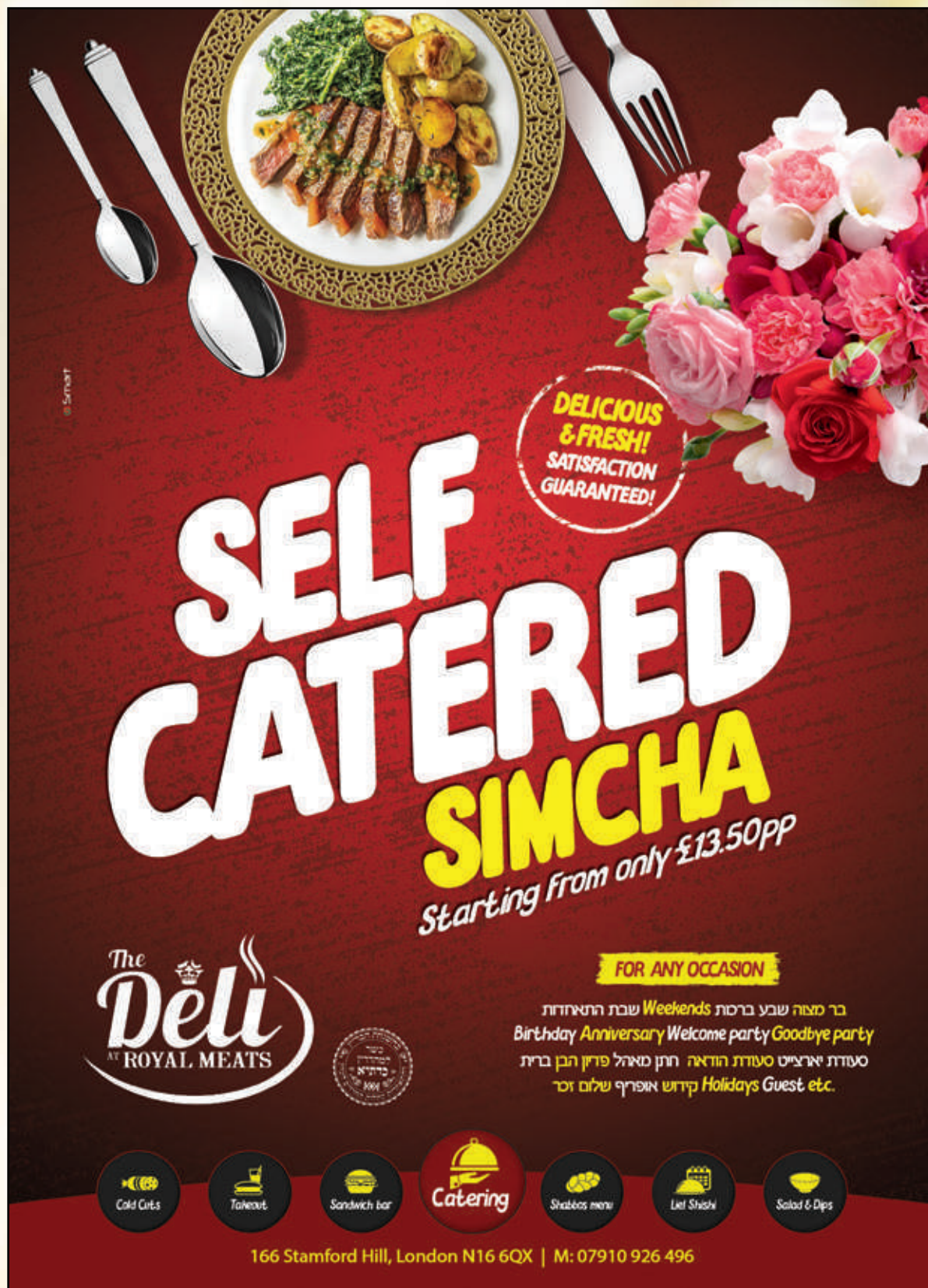
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5x10cm  
medium bar



7X16 cm  
large bar



sefer torah  
sweets

## BAR & BAT MITSVA



2x3.5cm  
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4x4cm  
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5x10cm  
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7X16 cm  
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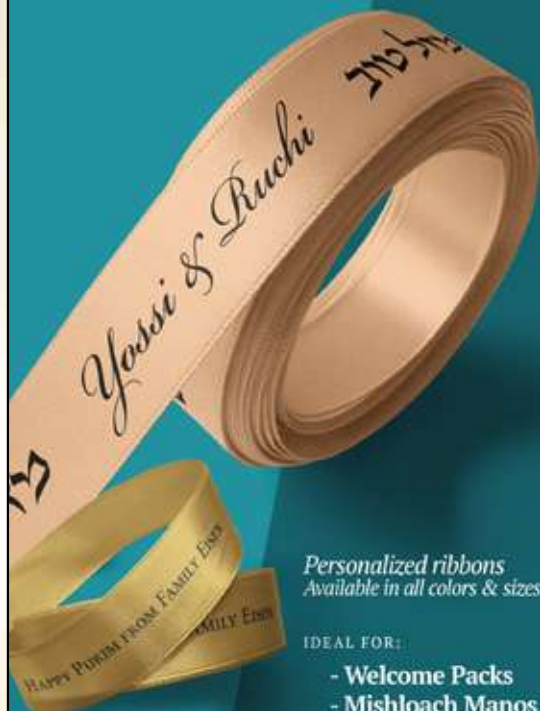
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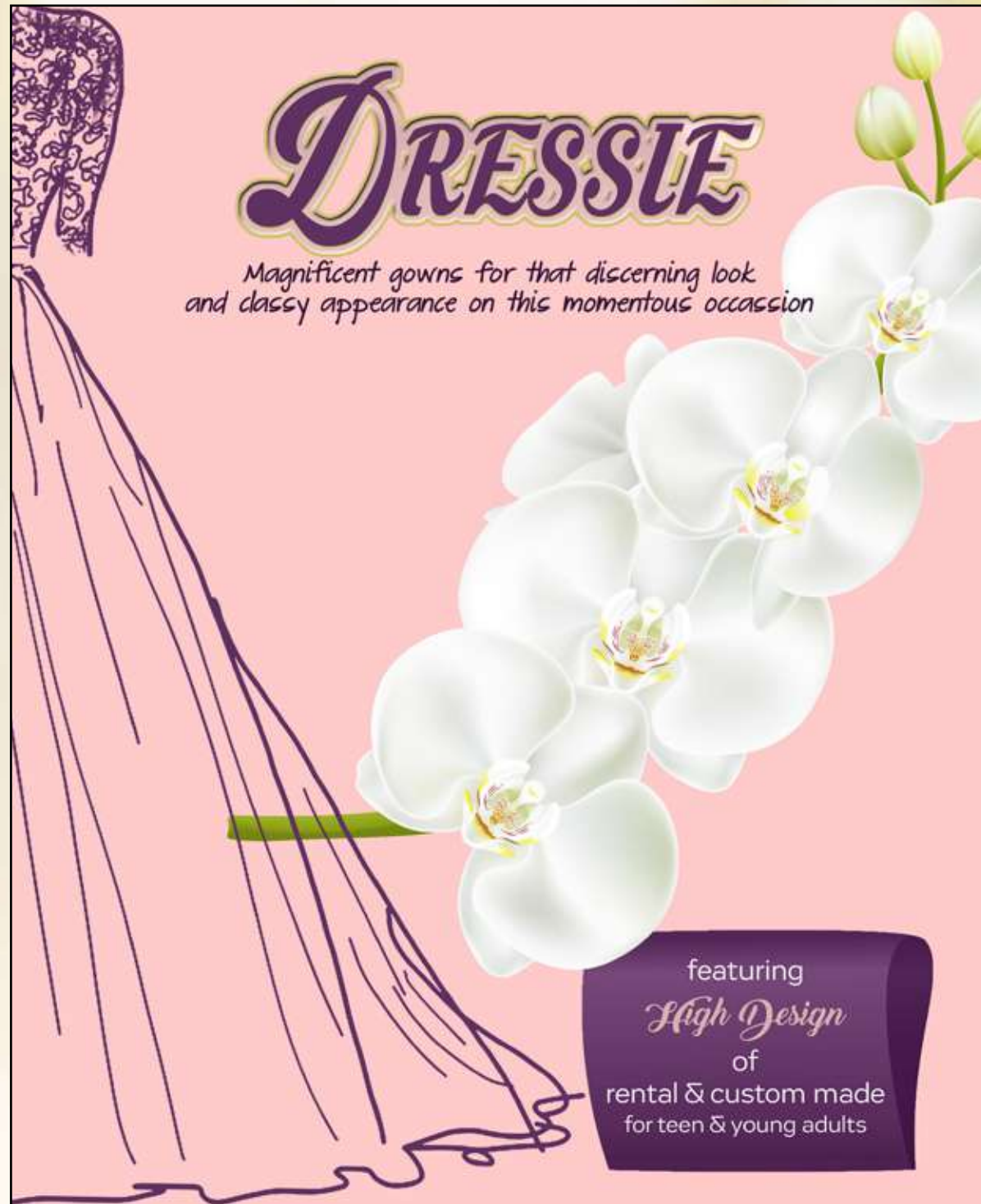
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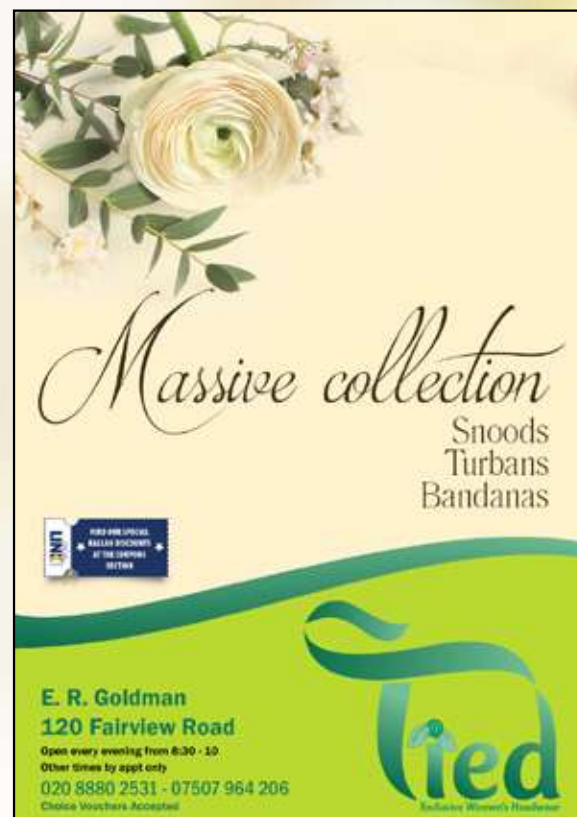




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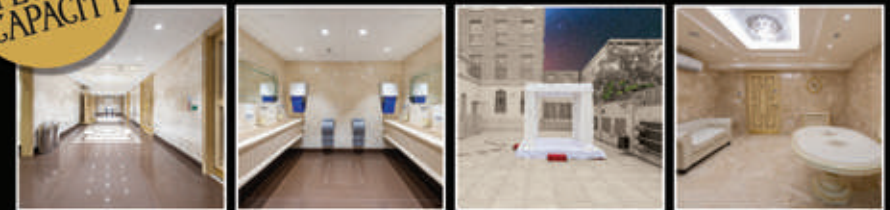
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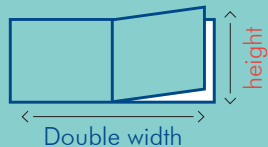
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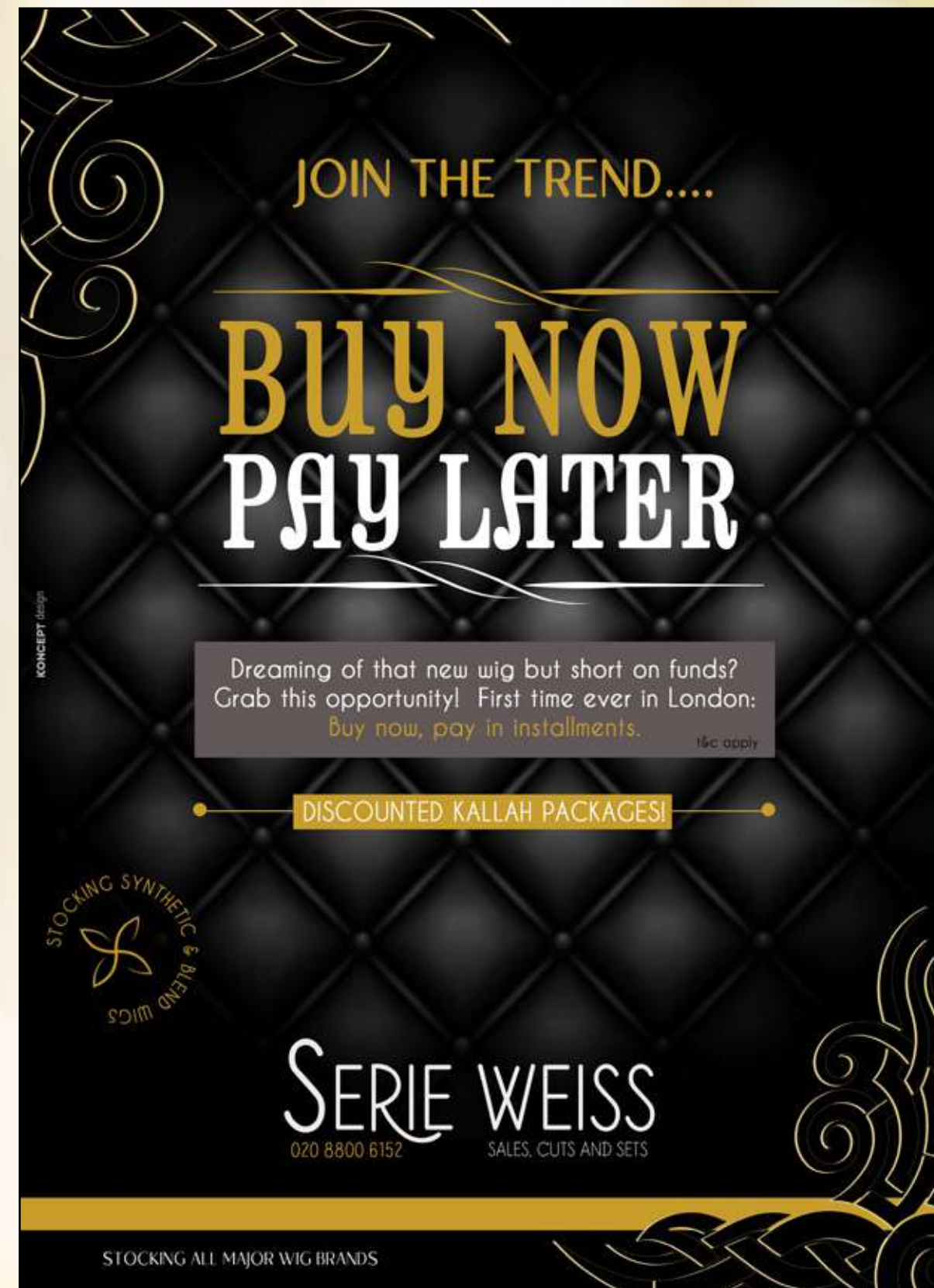
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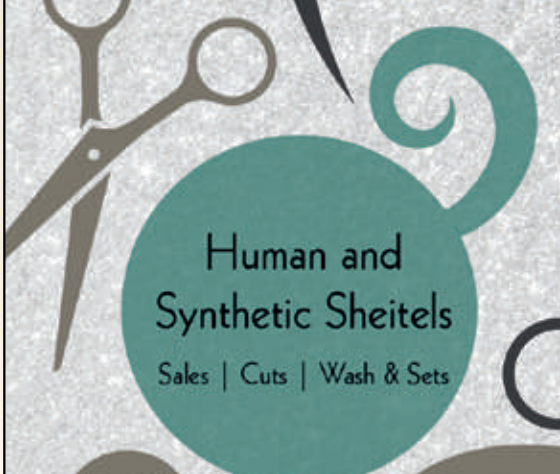
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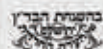
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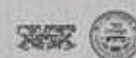
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# Designed to Perfection

## Mrs. Chani Krausz

The give and take that accompanies any simcha is heartwarming, and adds an extra dimension of joy. Food gifts, in particular, are part and parcel of the simcha arena and are both appetizing and presentable. Less than a year ago, Stamford Hill was fortunate to welcome a new rising star on the scene: Rimoni! Specialising in one-of-a-kind arrangements, they indeed offer "cutting edge elegance" that is above and beyond your typical fruit platter. Simcha Magazine spoke to the proprietor of Rimoni, Mrs. Zlochewsky, to give you a peek behind the scenes.

**Let's begin with an overview of your business. When did you first open your doors and what services do you provide?**

It's now almost a year since our debut when we first launched our unique line of arrangements to the public. While we certainly provide regular fruit platters, it is our exclusive items that are of particular appeal. Our range includes monogrammed fruit, fruit and vegetable platters, fruit sushi, fruit cups, and punch cups, but we most notably specialise in carved fruit and vegetables which includes floral fruit arrangements and customised arrangements in every size. This is very unlike a typical monogrammed fruit and involves beautiful and intricate designs.

Though we don't actually offer a party planning

service, and don't supply glass trays or dishes, we can visit the destination of your event to personally prepare the fruits of your choice directly onto your tables and trays.

**Your arrangements are unusual and involve an inordinate amount of time and talent. Were you always good with your hands or did you specifically train in the field?**

The work I do is actually an art. It was a passion of mine for roughly six years before I sought professional guidance to perfect my technique. When it came to training, I wasn't happy with mediocre and went straight to the very top, training with the #1 heimishe fruit artist in the world. Fruit and vegetables are naturally delicate and must be handled with utmost care if it is to retain its freshness. A steady hand is obviously crucial but most importantly, I love what I do.

**In what way do your arrangements stand out in comparison to**



**others?**

The level of intricacy involved in my carvings are superior even in the wider public. As an example, one complicated, highly detailed watermelon or squash carving can take roughly 5 hours to complete! Engraved with complex, elaborate patterns, each piece is a work of art. I am fully invested in the quality of my work and go to great length to ensure that every arrangement is designed to perfection and best suits the needs of my client.

While our presentations are uniquely pleasing to the eye, customers repeatedly comment on the ripe and delicious fruit that make it pleasing on the palate too. The produce we use is carefully chosen for optimal quality, freshness and appearance, for an end product that is appealing and perfectly ripe. Whether it's a carved design or a sliced fruit arrangement, you can be sure that every Rimoni arrangement is exclusive, clean and sharp.

In my experience fruit is always appreciated and is a healthy, refreshing divergence from the many chocolate arrangements that baalei simchos typically receive. We commonly combine different colours and textures incorporating wine, chocolate, nuts or mousse cups for diversity. We can also display gifts or other items of choice within the layout.

Since our arrangements are delivered throughout London, extra care is taken to ensure they are travel friendly. Each and every component is firmly secured so it remains intact during transit.

**Is there a specific request that stands out as particularly memorable?**

Though my arrangements haven't quite made it into the palace yet, they've been presented to many wealthy and prominent individuals of note. A large portion of our clientele are organisations seeking to express their gratitude or impress large donors. Boruch Hashem all of our clients, both corporate and private, have thus far been wowed by our unique presentations and admitted that it far exceeded their expectations.

**As a rough guide, how much do your arrangements cost?**

Regular fruit platters begin at £38. Unlike

others in the field whose prices vary by size, the cost of a Rimoni arrangement is based on the amount of detail required. As an example, a large arrangement with no carving is considerably less costly than a smaller intricately carved piece. On the other hand, a single carved apple costs just £9, while an arrangement with several carved pieces can run into several hundreds.

**If a baal simcha received an arrangement on Friday and would like to serve it Shabbos afternoon, how should it be stored for optimal freshness?**

Loosely wrap the arrangement in cling film and store in a cold





place until required. Fruit and vegetables are best kept in the fridge, but they can also be kept outside in the winter as long as it's stored in a safe space, such as a shed. Since these are perishable goods their freshness is unfortunately limited to 1-2 days.

### Can you share some tips for people preparing their own platters?

Make sure to buy only fresh, already ripened fruit. A melon should have some give when pressed. Ripe honeydews are easier to spot due to their bright shade of yellow. The deeper the shade, the riper the fruit. At its prime, the peel will also appear smoother and thinner.

Although this doesn't work for fruit, cut up vegetables can be routinely sprayed with water so they stay well hydrated and fresh.

### Do you have any innovative ideas in the pipeline?

Exquisitely pleasing to the eye and unrivalled in taste, our soon-to-be-released selection of mousse cups are sure to take the market by storm. We've also just introduced a new exciting line of exclusive vegetable arrangements. These can be combined with a variety of other foods such as fish, cheese or dips or... in fact, whatever you choose! We are happy to liaise with other providers to bring you any combination for an arrangement that is uniquely yours!

### In closing, do you have anything else you'd like share with our readers?

If you know your requirements in advance, book early! Due to the labour-intensive nature of our work there's only so much we can do at any one time. We always try to please in an emergency, so it's worth the last minute call to see whether we can accommodate your request, but to avoid disappointment, the deadline for Shabbos orders is Thursday at 12 noon ■



## Interview

# A Yiddishe Simcha

Simcha Link talks with Harav **Ahron Klein**, Menahal of Belz Moisdos, founder of the **Yismach Moishe- Belz** wedding hall.

**S.L.:** We really appreciate that you took the time to speak with us, despite your busy schedule. It took us a while to set this appointment as you always had urgent pressing matters to attend to. You already have so many ongoing projects, why was it so important to take on yet another project: The Yismach Moishe Plan?

**A.K.:** I hope this will be letoyeles and that I can bring a message across that many Mechutanim really want to hear. Over the years of travelling abroad, I noticed that every Yiddish Kehilla has a system set up to enable the Chasuna night to be done in an affordable way. Marrying off a child is a busy time with many chores and errands as it is, there is no logical reason the Chasuna night itself should be so prohibitively expensive. The Chasuna night is a time for celebration and to thank Hashem, it makes no sense that Mechutanim should be stressed about the extreme costs.

Unfortunately, as it stands, London seems to be the most expensive city when it comes to the chasuna night. We already have the fantastic scheme of Simchas Nisuin that helps reduce costs; however, sometimes people do not fully adhere to its important boundaries and it is not being utilised by Mechutanim to its full potential.

**S.L.:** Many Askunim and Chassidus have tried to change the attitude and the expenses around marrying off; most have not succeeded. How is your idea different, why do you believe that your idea will make the change?

**A.K.:** Actually, we are not focusing on gifts and other costs of marrying off. We are focusing solely on the costs of the Chasuna night. Other schemes- while some were in fact successful- focused on changing the entire approach of marrying off, which is far more complicated.

**S.L.:** What is the ingenuity of the Yismach Moishe Plan over existing plans?

**A.K.:** They are all very important plans for the benefit of the Mechutanim. The idea behind Simchas Nisuin, for instance, is that it provides boundaries. Caterers have starting prices per couple, if you don't have any boundaries you just add a slightly more expensive starter etc. and before you know it you end up at £60 per couple. The same applies to all the other expenses. Costs can easily stagger up to £25-30K by just adding a thing to the menu, more expensive flowers, singers and so on. Simchas Nisuin sets this important boundary.

We took this to the next level. In addition  
see page 112



# SIMCHA- LIST

[Chasunah Preparations List]

## Stage 1

- Decide on possible Chasunah dates (you may want to consider a few dates).
- Get yourself a diary to write down all appointments and bookings (Kallah/Choson teacher - Musician - Hall - Sheitel macher etc.).
- Book Chasunah hall.
- Book venue for chupah, if different from chasunah. (book Chupah if it is not included)
- Book Kallah / Choson teacher.
- Book caterer.
- Book reception.
- Book musician.
- Book singer.
- Book photographer.
- Book Badchen.
- Book florist (some halls offer flowers included in the price, so find out these details before booking).
- Book hairdresser for the kallah and bridesmaids.
- Book Sheitel macher, (also for after the Chupah)
- Book a makeup artist.
- Book an appointment for the kallah gown and for the bridesmaids.
- Book halls and caterers for Sheva brochos and Shabbos sheva brochos.

## Stage 2

- Book accommodation for the guests and mechatonim, (check the dates everyone is arriving and leaving).
- Get a local sim card for your guests
- Contact Mr Mannes with regard to civil marriage.
- Order chasunah invitations.
- Order souvenirs.
- Order a mailing list or stickers.
- Search for a flat for the young couple.
- Buy a קידושין ring.
- Order a Kesuba.
- Get candles for the Chupah.
- Book a babysitter for the chasunah & Sheva brochos.
- Book a מסדר קידושין
- Choose and confirm עדים
- Decide on Kibbudim for Chupah and brochos.
- Arrange transport for the guests and Choson/Kallah to the Chasunah.
- Order welcome packs. (the Simcha Link magazine for welcome packs is available to collect in our office)
- Discuss menu and the number of invited to the dinner with the caterer.
- Discuss final details with the musician.
- Discuss details with the badchen.
- Contact guests who haven't replied, to request their answer.
- Make a table plan and write place cards.

## Stage 3 - day of chasunah:

- Things to bring to the chupah:  
Candles and fire for the coupah / kittel / kesubah / 2 bechers / קידושין ring / wine (white) / breakable glass(wrapped up) / סוד הנרות / Deck tichel.

## Basic Household Shopping

### Dining room:

- Couches
- Bookcase
- Table & chairs

### Bedroom:

- Beds + mattresses
- Cupboard + hangers
- Mirror
- Quilts & pillows
- Bedding
- Alarm clock
- Shabbos lamp
- Towels

### Kitchen:

- Fridge
- Oven
- Microwave
- Toaster
- Kettle & Shabbos kettle
- Mixer & food processor
- Shabbos blech
- Shabbos Zeiger
- Pots - milk/meat
- Cutlery - milk/meat
- Plates - milk/meat
- Cups
- Salt & pepper set
- Peelers

### Bathroom:

- Toilet brush
- Dustbin
- Toilet paper
- Air freshener
- Mat
- Soap
- Toothbrush + Toothpaste
- Mouthwash
- Hairbrush
- Hygiene products
- Nail clipper
- wooden spoons
- Tip opener
- Pasta strainer
- Sharp knives
- Chopping board
- Disposables
- Wash cup
- Kitchen towels
- Dustbin
- Dustbin bags
- Launch bags
- Paper towels
- Napkins
- Challah cover

### Washroom:

- Washing machine
- Dryer
- Iron
- Ironing board
- Washing line
- Wash basket
- Washing powders
- Stain remover
- Laundry clips
- Broom / Mop
- Shovel
- Bail / shmates
- Cleaning materials
- Dish soap
- Benchers
- Coffee & tea set
- Plastic containers
- Cutlery dispenser
- Basic food (Coffee, tea, sugar, milk, cheeses, yoghurts, tins, eggs, oil etc.)

### General:

- Candlesticks
- Becher
- Hoover
- Phone
- Tools + toolbox
- Candles
- Havdole set
- Matchers
- Mezuzos

So that's it..., we hope that this magazine will make it easier for you to prepare for your Simcha and we would love to hear your feedback.



to setting boundaries, the “Yismach Moishe Plan” also reduces the actual costs by providing specific packages. Unlike other plans, we have our own hall and kitchen so we can implement far broader cost reductions and have greater control on expenditure.

**S.L. For what type of Mechutanim are these plans designed for?**

**A.K.** Both Simchas Nisuin and the “Yismach Moishe Plan” were set up for every Mechutan regardless of background and financial ability. Come to think of it, the amount that people spend on the wedding night is never value for money. People don’t remember what meat was served or what band performed. The chasuna night is a time when people come to wish mazal tov and join in the simcha. All the extreme expenses are just superfluous, never valued and simply unnecessary- regardless if the Mechutan can afford it or not.

The Gemachim are begging us to get the costs down, the cycle of borrowing simply does not make sense. A big factor is peer pressure, people feel pressured from their friends, neighbours and even their children; when it comes to paying back the loans those individuals are not there to help.

**S.L. Many Kehillos in E.Y have specific gemachim, that allows depositing money over the years before marrying off which seem to work really well, I don't think we have anything like this in London.**

**A.K.** I am aware that a group of askunim are working on a plan as you mentioned. Due to the stringent FCA regulations, it is taking a bit longer to get it set up. However, once set up it will be just like all the other gemachim you mentioned and it will adhere to all the legal requirements.

**S.L. The new Yismach Mosihe hall is splendid, I recently attended a chasuna and you couldn't see the difference that it was a "cheaper" chasuna, do you allow any chasuna in the hall or only with your plan?**

**A.K.** Like any other hall, it is up to the Mechutan to do the chasuna as he pleases. We offer the “Yismach Moishe Plan” that greatly reduces the cost and in reality, you cannot see the difference at all.

**S.L. How is it possible to get the price down so substantially without seeing any difference? I also heard that the chasuna needs to be finished by one thirty, why is this so important in reducing the cost?**

**A.K.** We have set up a fantastic plan that does not reduce the quality, it only reduces any unnecessary and unnoticed extra expenses. For instance, we invested in expensive realistic looking silk flowers that cuts down a huge expense. After every chasuna we check them and rearrange them so that we have a “fresh” look at each chasuna.

When we have a chasuna schedule and stick to it, we can get the prices down from the caterer, musician, photographer, grammer and so forth as they know what to expect and reduce their prices accordingly. A lot of time is wasted due to the lack of planning which adds undue costs. Our plan therefore also includes a hall manager who amicably ensures that the chasuna is kept on schedule without pressure, for the benefit of the guests and Mechutanim alike.

**S.L. Thanks so much for sharing these important insights with our readers, which we hope will be helpful. We wish you lots of Hatzlocho with this project, helping Mechutanim to marry off their children with true simcha and nachas ■**

## Interview



# Divrai Badchunes

Simcha Link talks with renowned Badchan Harav **Burich Mordechai Erlanger** Shlita

**S.L. Thanks for taking the time to talk to us.**

**B.M.E.** With pleasure. I commend you for your new simcha publication, it will undoubtedly be a great benefit both for Balei Simcha and for people like me in the trade.

**S.L. I have seen you perform at many chasunas, you do a phenomenal job. How long have you been doing this and how did it evolve- did you always know you have knack for “gramming”?**

**B.M.E.** Thank you for your kind words. I have been performing officially for more than seven years, but I have been “gramming” for years. In fact, as a bucher in yeshiva I used to cheer up my chaburah on Purim and many occasions. Gradually, my friends asked me to “gram” at their kabolos panim when they got married, people were b’h inspired by my style of gramen and my reputation grew b’sd.

**S.L. Fascinating. Given your natural ability to “Gram”, do you actually have to rehearse prior to a chasuna.**

**B.M.E.** Actually, it’s a great question. On the one hand, reading off from a rehearsed script takes out the human touch

that improvising allows. However, coming unprepared and using catch phrases with typical lines commercialises the event to a certain extent. I therefore try to tread the line carefully by being fully prepared and rehearsed; yet allowing myself to deviate from the plan according to the vibe and atmosphere in the hall.

I try to ensemble my gramen so that it suits with the names and personalities of the family members according to the weekly parsha, also quoting a devar Torah from the Mechutan’s Rebbe, Zeide or favorite sefer.

On a side note: you will be surprised to learn that the majority of preparation actually goes into getting the names and information right. Sometimes a Mechutan can send me to his son for information on the family. The Mechutan’s son then turns around and claims he is not the best person to provide accurate information, I can then run into a wild goose chase to his uncle, brother and so forth.

**S.L. Do you use humour as part of the grammen?**

**B.M.E.** I actually consider myself a “grammer” rather than a batchan. Mitzvah tantz is a very special and paradoxical event,





while it is a mitzvah to be mesameach the chassan and kallah it is also a very emotional time. We know that the neshomos descend from above to join this momentous occasion.

I try to get a very balanced mix of both, usually beginning with a humorous introduction followed with familiar tunes that the Mechutanim sing at their Shabbos and yom tov seudah and so forth. I include some emotional songs they are accustomed to; it all depends on the atmosphere.

**S.L.:** I see that you keep advertising that you do mitzvah tantz if required, in ninety minutes? What part do you cut out?

**B.M.E.:** I do not cut anything actually. In fact, the feedback I have been receiving is amazing as the quality is not being compromised and people actually book me for this specific service that I provide. I cut out the time that is wasted before and during the mitzvah tantz. Firstly, I remind the Mechutan to ensure that the hall manager sets up the chairs during dancing- this alone cuts down between fifteen to thirty minutes of wasted time. Secondly, the grammen are to the point and proceed one after the other without undue breaks. I also give the Mechutanim the option to "call out" all the uncles together in one "tantz". I never received a complaint for finishing a chasunah too early!!!

**S.L.:** What were your shortest and longest chasunahs?

**B.M.E.:** My quickest chasunah was a mere forty minutes. The longest chasunah I had, was a rebbishe chasunah in Eretz Yisrael that took well over four hours, I had to head straight to the airport to my next function,



barely catching my flight.

**S.L.:** As professional performer, do you still experience stage fright or it gets easier with time.

**B.M.E.:** Actually, stage fright never fully goes away. It is a gift from Hashem that give us the adrenaline rush we need to perform our best. I recently had an event with a global renowned musician and was surprised to hear from him that his stage fright has never weaned off despite performing to thousands of people all over the world.

Of course, at special occasions such as my forthcoming anticipated grammen in Teves at the chasunah of the Einikel of the Toldos Avraham Yitzchok Rebbe, my stage fight level rises substantially.

**S.L.:** Any particular noteworthy incident worth sharing?

**B.M.E.:** Despite the hours preparing for the simcha, ensuring we covered each and every member of the family. I still scan the hall ascertaining that we have indeed mentioned everyone. At one particular simcha, I noted a middle-aged yid sitting at a far end corner. After investigating, it appeared that he was a Mechutan that flew in from a different city lekoved the simcha and was missed due to the hustle and bustle. Thankfully, I managed to "save the night" and earn a bit more "Shabbos gelt".

**S.L.:** Thanks again for proving us with a glimpse into the world of a badchan and for sharing with us thoughtful insights. I wish you hatzlocho in all that you do ■





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## PARENTING POINTERS: SIMCHA SPECIAL

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**QUESTION:** I am making a Simcha. I know the kids will get out of routine. Do I just throw my hands up and let all routine go out of the window, or do I try to maintain as much normality as possible?

Firstly, Mazel Tov!  
In reply to your question:

**Be prepared:** Know that Simchas, enjoyable as they are, inevitably disrupt normal day-to-day routine. For example, they may interfere with normal bedtimes and mealtimes; family members may be busier than usual or under stress. For parents to aim for perfection just leads to frustration and disappointment. Be prepared for change, and discuss these changes with your children in advance, in an age-appropriate manner.

**Have realistic expectations:** Two of the key triggers for misbehaviour in children are **hunger** and **tiredness**. If your kids are going to be hungry and tired before or during the Simcha, assume they will misbehave (hey, I bet you're not at your best after a sleepless night or running around all day without food either!). Therefore, anything you can do to see that your kids are well-fed and have the opportunity to sleep/rest around Simcha-time should help. At Chasunas, for example, a pared-down, child-friendly menu eliminates

the need for kids to fiddle with fancy, un-filling *forshpeizen* whilst waiting for a lengthy five-course meal to be served; instead they can finish quickly and then have fun enjoying the Simcha without being cranky.

**Get good routines in place well before any Simcha:** The more the basic groundwork of good behaviour management is in place, the more your kids will be able to weather any Simcha-related storms. This requires:

- following the **80:20 rule** of giving much more attention for positive than negative behaviours
- giving **praise** often
- giving **clear, calm instructions** – backed up by logical consequences for problem behaviour if necessary (as long as it's within the context of a loving relationship, some assertive discipline won't harm your child)

'In a home with security, regularity and consistency,' explains qualified therapist for children and young adults Mrs Ricky Rumpler BACP, even if a Simcha 'turns things upside down, the children will regain their equilibrium.'

Oh, and above all – don't forget to **enjoy the Simcha!**

Mrs Atkins offers personalised behaviour support for home and school, and has helped hundreds of children B'H. She can be contacted on 020 8809 3540.



# INFORMATION IN SHORT

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**E:** creativebyce@gmail.com

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**White Collar A:** 14C Manor Road, N16  
**T:** 020 3002 0881

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**T:** 020 8211 8852  
**Accessory World A:** 2 Stamford Hill (Corner Cazenove Road)  
**W:** www.accessoryworldonline.com  
**T:** 0800 690 69 69  
**Weiners** Boys, Men, Girls & Teens  
**A:** 39-41 Oldhill Street  
**T:** For appointments 07973630982  
**Finx T:** 020 8800 2424  
**Emerald Ladies Shoes A:** 190 Stamford Hill  
**T:** 020 8800 2176

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**Savoury Platters T:** 020 8802 2171 / 07956009006 **E:** savouryplatters@gmail.com  
**Masbia T:** 07384 285 743  
**E:** masbiauk@gmail.com  
**F. Strom Chocolates T:** 07847258016  
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**Rimon T:** 07894 422 129  
**E:** rimonfruit@gmail.com  
**Grapevine A:** 90 Oldhill Street N16 6NA  
**T:** 020 8880 8080 | **A:** 20 Belle Lane NW4 2AD **T:** 020 8202 2631  
**E:** sales@thegrapevineuk.com  
**Wine Cellar A:** 198 Stamford Hill N16 6RA  
**T:** 020 8800 8488  
**W:** www.kosherwinecellar.co.uk

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**Wasserzug T:** 07772 369 772  
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**E:** info@kosherfoodsuppliers.co.uk  
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**E:** david@continentalkosher.co.uk  
**Nussbaum Catering** – 07974 745 556  
**Royal Meats** Self Catered Simcha  
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**Appetizer T:** 0781111656 **T:** 07748947444

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**For all your CD and MP3 copies** in any format call Kol Yaakov **T:** 07807049691

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**Chair cover hire** for all your simchas – Mrs L Benedikt **T:** 020 8211 8367 **T:** 07917677319

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**T:** 020 8800 2506  
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**E:** info@expertfurniture.co.uk  
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**Invitation Gemach** For streets please call Mrs Davidson **T:** 88007806. For flats please call Mrs Einhorn **T:** 88024450 (please leave a message) / Mrs Orzel **T:** 88005446.

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**Rookbourne House T:** 07886 614 449  
**E:** reserve@rookbourne.co.uk  
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