

APRIL 2021

HANUKKAH INFO SHEET

FOR EDUCATION OF
RETAILER BUYERS

Provided by

MARTI KERNER
EVERYDAY JEWISH MOM

HANUKKAH INFO SHEET

HANUKKAH BASICS

Hanukkah is a Jewish holiday that lasts eight nights. To celebrate families light candles, eat traditional foods and exchange gifts.

The holiday commemorates the miracles surrounding the rededication of the Temple in Jerusalem after foreign occupation. While it tends to fall close to Christmas on the calendar, it is in no way related to that holiday.

RECOMMENDED SPELLINGS

Hanukkah
Chanukah

TRADITIONAL FOODS

Latkes: fried potato pancakes
Sufganiyot: jelly donuts
Hanukkah Gelt: foil covered
chocolate coins

IMPORTANT PHRASES

Happy Hanukkah
Festival of Lights

HANUKKAH DATES

2021 – NOVEMBER 28 @ SUNDOWN - DECEMBER 6 @ SUNDOWN

2022 – DECEMBER 18-26

2023 – DECEMBER 7-15




MENORAH / HANUKIAH

- Holds 8 candles + 1 candle that is raised or in the center (9 candles total)
- Candles are lit progressively over the 8 nights, accumulating from right to left



DREIDEL

- Letters on the dreidel are an anagram representing a religious phrase. They must be in the correct order.
-  is the best outcome in the game

MOST COMMON ERRORS

- **Timing** – Hanukkah merchandise rolled out at the same time as Christmas merchandise with no regard for the actual dates of the holiday
- **Mimicking Christmas** – Creating Hanukkah merchandise that mimics Christmas merchandise, but has no place in the holiday
- **Menorah** – Having 7 candles instead of 9, candles added in the wrong order
- **Dreidel** – Hebrew letters on the dreidel in the wrong order, wrong letters, backwards letters
- **Holiday Phrases** – Created that use Jewish cultural phrases that have nothing to do with Hanukkah or reference Christmas phrases
- **Wrong Holiday** – Displaying or referencing things that are generically Jewish or from other Jewish holidays

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EXAMPLES OF ERRORS



The phrase Mazel Tov means congratulations. This is not a Hanukkah greeting.



Hebrew letter is upside down.



1. Phrase is a twist on "Joy to the World" which is a religious Christmas song
2. Oy means "oh no"



The letter "gimel" on the dreidel is backwards.

ABOUT MARTI KERNER

I started my YouTube channel and blog, Everyday Jewish Mom, four years ago to educate people who were raising Jewish kids about the basics of Jewish holidays. Now I am excited to use my expertise as a Jewish educator and my retail management and digital marketing experience to help retailers better reach Jewish customers.

Hanukkah is often one of the only times retailers reach this audience. This also means that it's the time when the shortcomings of the retail offerings and knowledge of our community becomes most apparent. I look forward to using my expertise to help bridge this gap and increase awareness and sales in the Jewish space for my clients.

ADDITIONAL SERVICES

For a more in depth education on the nuances of Jewish holidays, review of products from the previous year, review of upcoming Hanukkah merchandise, or cultural awareness training, please contact:

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