



User Login

E-Mail Address

Password

Save Your Profile

Register Now

News Sections

News | Page One Feature | Editorials | Features | Opinion | Media Monitor | Columns | Torah | Letters To The Editor | Kosher Food News | Books | Art | Electronics Today



Features

Features

Home Page

News

Shopping

Dining Guide

Print Edition

Subscribe

Members

Register | Log In

Inside

Need Help?

Privacy Policy

Contact

Cookies From Heaven: The Gili's Goodies Story

Posted 3/13/2003

By Yocheved Golani

Print This Article

E-mail This Article

David Ehrlich happily explains that "I'm a former struggling film producer from

Yonkers, New York, who was trying to figure out how to keep the family afloat in Israel during some financially tough times. My wife Gail/ Gili is a ganenet (early childhood teacher) from Far Rockaway, New York who became a baker by surprise. Our whole `Gili's Goodies` business is min haShamayim (from Heaven). Gail had a reputation as a good cook and baker. She received an order from a summertime stock theater company last year. We were supposed to supply baked goods for three shows, the first run that the theater group had ever offered to the Israeli public."

Pausing for breath, Ehrlich narrates a dramatic life-altering event that he calls an open miracle, a nes galuy. "With two days` advance notice, Gail made 70 cakes for the cast and crew. The cakes and the cookies we made to sell to the audience sold out like crazy. Three shows turned into 12.

"Next we were filling Shabbat orders. I told my wife we had something solid here. We gave up the gan and my film career. Soon I was making brochures and networking. In addition, word was getting out abroad and we were getting orders from parents to send goodies to their children learning here for the year.

"That was last November. From then until Pesach, I was marketing to stores in Jerusalem and thank G-d, the reaction was great. We were baking an average 220 kilo of cookies every week, and we just couldn't make any more from our home! I stopped marketing. Now, a year later, we make 500 kilos of cookies in a 14-shelf industrial oven each week, and the success is not ours. It came from Shamayim.

"Back when this effort was an idea taking shape, a malach (angel) in Efrat met with me regarding my proposed video public relations project to promote Israel. I told him about the Gili's Goodies startup. That caught his attention more than the film, and the rest made family history. He gave us the money we needed for a bigger oven and more space, and all he insisted on was that it be paid back eventually. We saw him as our malach, a friend who wanted to help us. There was no pressure in his approach. That was the help and motivation we needed to make Gili's Goodies the success it is.

"At this point, Gail does the inside work of baking and I am the point man working outside the kitchen to market the baked goods. Gili's Goodies sell in Jerusalem, Modi'in, Ra'anana and greater Bet Shemesh. We even make mishloach manot baskets!"



Gail joins the conversation to say, "We know that Jews outside Israel want to support Israel in every possible way. Here is a delicious opportunity to support Gush Etzion! We sell our cookies wherever they're wanted. Customers only have to contact us 972-52-631808 (or in Israel-052- 631808) and orders@gilisgoodies.com. The website is at www.gilisgoodies.com."



David adds, "We expanded from our kitchen to a renovated laundry room in Kibbutz Rosh Tzurim in the Gush this past summer just before the holidays. We soon received a Badatz hashgacha (rabbinic supervision) We`re scheduled to move into an industrial kitchen on the kibbutz soon. We`ll be making homemade cookies on a big production line to serve a growing demand."

The next item on the Gili`s Goodies agenda is to create a financial safety net for themselves and their children when they marry. Ever the loving husband and superb PR man for the family cookie company, David doesn`t hesitate to state his lovingly delicious goal: "Success for me is getting Gail out of the kitchen."

Yocheved Golani`s website is [www.ygolani.com](http://www.ygolani.com). She can be reached at [golani@juno.com](mailto:golani@juno.com). Yocheved Golani is author of "Legacy" available at M. Pomeranz Books, Amazon & [www.booklocker.com](http://www.booklocker.com).

 [Print This Article](#) |  [E-mail This Article](#)



[Click Here](#) to Receive 2 Free Months Home Delivery of The Jewish Press.

The Jewish Press has the nations largest Jewish classifieds, call 800-992-1600

---

**Search >** News  for

---

**Features >** [Home Page](#) | [News](#) | [Shopping](#) | [Dining Guide](#) | [Print Edition](#) | [Subscribe](#)

**Members >** [Register](#) | [Log In](#)

**Inside >** [Need Help?](#) | [Privacy Policy](#) | [Contact](#)

© Copyright 2001, The Jewish Press Inc. (ISSN 0021-6674) > [Our Privacy Pledge](#)