

# World Jewish Heritage Launches Instagram Hashtag (#) Campaign, For All Food Lovers Out There

The new hashtags #WJHIsrael, #WJHAmerica and #WJHEurope promotes ethnic Jewish and Israeli food worldwide using social media; helping both tourists and locals enjoy authentic, culinary experiences.

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## SUMMARY

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The WJH Hashtag campaign encourages users to snap pictures of their favourite restaurants and post them on their Instagram accounts using the hashtags #WJHIsrael, #WJHAmerica and #WJHEurope. The most unique, interesting pictures will be selected in the Photo of the week competition in the WJH Instagram account, [@world.jewish.heritage](https://www.instagram.com/world.jewish.heritage), and will be part of the upcoming eBook series.

The campaign is leveraging Instagram's user generated content in order to raise awareness to the vast variety both Jewish and Israeli food has to offer, as well as the unique culinary and cultural experiences offered to visitors in countless Jewish and Israeli ethnic food places, from the established well known spots, to some wonderful hidden gems.

"Food is one of the greatest catalysts for social media awareness, and we want to use that in favour of all the great Jewish and Israeli restaurants out there" says WJH founder Jack Gottlieb, "People are seeking a unique ethnic food experience through social media, especially Instagram, and this campaign provides users with the opportunity to contribute to their culinary heritage!"

The hashtags provide a great way for enthusiastic foodies and appreciative food lovers to share their culinary experience of Jewish and Israeli cuisines, either while travelling or close to home, with their friends, followers and others who share their interest, as well as with tourists seeking some authentic advice on where they can enjoy a unique ethnic meal, wherever they

are in the world.

The newly launched campaign is a direct followup to WJH's successful eBook launch in New York City earlier this year of ['Israel's Top 100 Ethnic Restaurants'](#), a digital interactive book endorsed by leading Israeli food personality Gil Hovav, highlighting some of the best culinary gems all across Israel, the first in a series of eBooks related to the best Jewish restaurants worldwide, especially in Israel, America and Europe.

Ethnic food is considered a gateway to Jewish culture and heritage, and is a leading component in the work of the [World Jewish Heritage Fund](#), a non-profit organisation established in 2011, aiming to preserve and promote Jewish culture and heritage worldwide, by using innovative technological tools and community-based resources.



#### RELEVANT LINKS

 ['WJH Instagram Hashtag Campaign' Official Presskit](http://press.worldjewishheritage.org/presskit/215704)  
<http://press.worldjewishheritage.org/presskit/215704>

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#### QUOTES

*“Food is one of the greatest catalysts for social media awareness, and we want to use that in favour of all the great Jewish and Israeli restaurants out there”*

— Jack Gottlieb, Founder of WJH

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