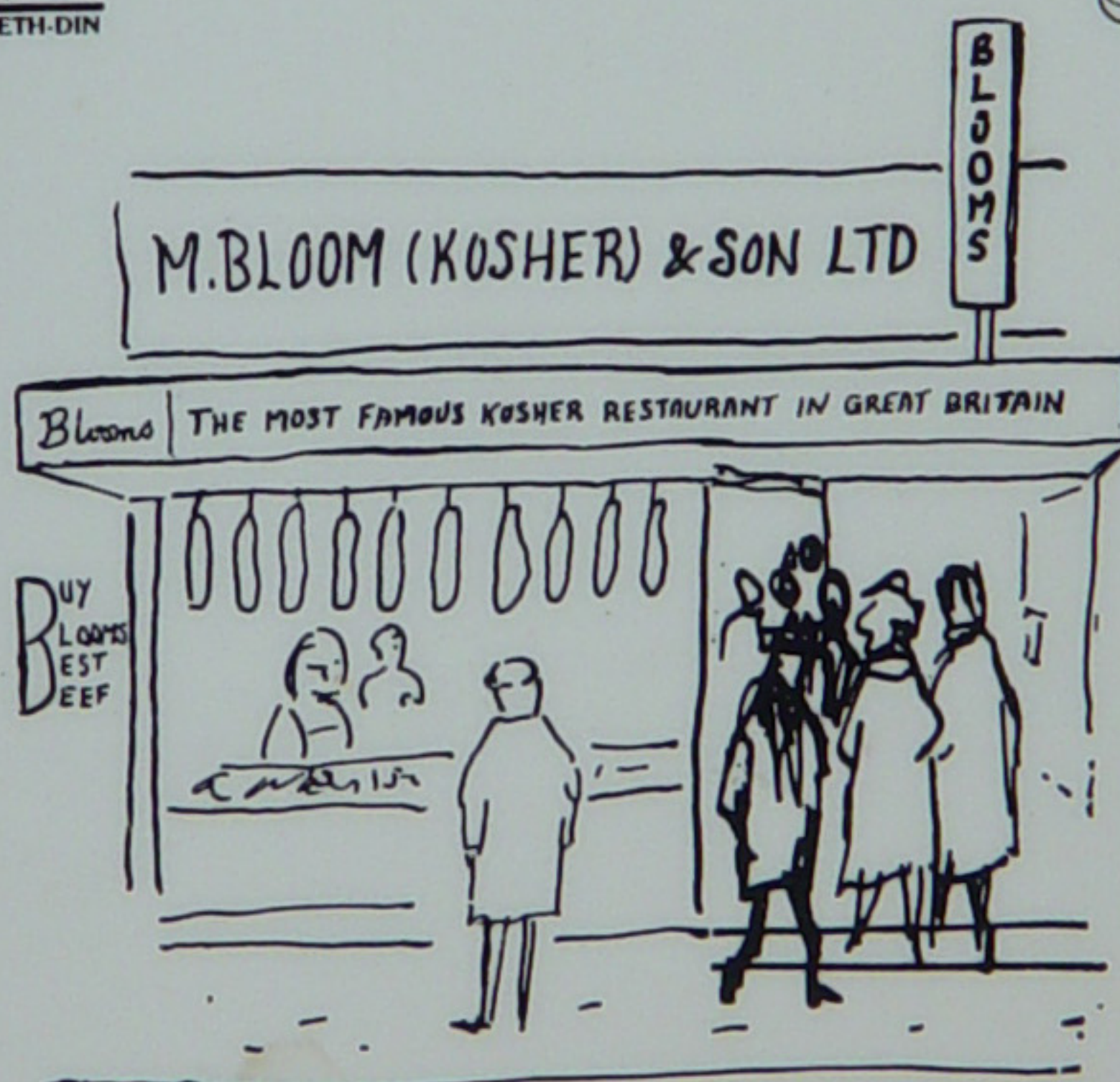
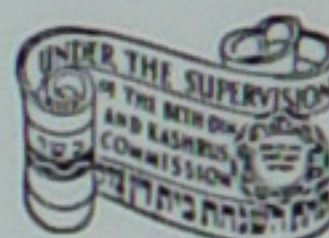


"Bloom's"

TRADE MARK

RESTAURANTS

MENU



Restaurants:

90 WHITECHAPEL HIGH STREET, LONDON E1 7RA

Tel: 071-247 6001

130 GOLDERS GREEN ROAD, LONDON NW11 8HB

Tel: 081-455 3033

UNDER THE SUPERVISION OF THE KASHRUS COMMISSION OF THE LONDON BETH DIN
& THE KASHRUS BOARD OF THE BETH DIN OF THE FEDERATION OF SYNAGOGUES

Head Office and all communications to:

WEST FACTORY, TUNMARSH LANE, LONDON E13 9NB

Tel: 081-472 4426



UNDER THE SUPERVISION OF
THE RABBINICAL BOARD OF THE LONDON SHECHITA AUTHORITY





Every endeavour is made by the management to ensure a full menu of absolutely fresh and well-cooked dishes. However, it is regretted that due to seasonal shortages and the great popularity of most of these dishes it is not always possible to maintain this full selection. We respectfully ask you to forgive us if your particular favourite is not at this time available.



HORS D'OEUVRES

Gefilte Fish Fried/Boiled	2-90	Salami/Liver Worsht	2-90
Meat Blintz	2-90	Israeli Tomato Juice	1-60
Chopped Liver	2-90	Israeli Orange Juice	1-60
Egg & Onions	2-90	Israeli Grapefruit Juice	1-60
Chopped Herring	2-90	Cold Beetroot Borsht	1-40
Calves Foot Jelly	2-90	per glass	
Chopped Liver, Egg & Onions	3-90		

SOUPS

Kreplach	2-90	Heimishe Barley	2-90
Kneidlach	2-90	Beetroot Borsht & Potato	2-90
Lockshen	2-90	Cabbage Borsht	2-90
Mixed Chicken	3-50		

ENTREE

Hot Salt Beef	8-90	Roast Lamb	8-90
Hot Tongue	8-90	Gedempte Meatballs	6-90
Roast Veal	8-90	Worsht & Eggs	4-90
Roast Beef	8-90	Viennas	3-90
Turkey Schnitzel	7-90	Frankfurters	3-90

GRILLS

Fried/Grilled Steak & Onions	8-90	Bloomburger & Onions	6-90
Fried/Grilled Liver & Onions	6-90	Fried or Grilled Sausages	3-90

COLD BUFFET

Salt Beef	8-90	Roast Beef	8-90
Tongue	8-90	Roast Turkey	7-90

FISH

Fried Plaice (Cold)	4-90	Fried Haddock (Cold)	4-90
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TODAY'S SUGGESTIONS

Oxtail Soup & Rice 2-90
Oxtail Casserole 7-90
Braised Chicken 5-90
& Dumplings

POULTRY

Roast Turkey	7-90	Boiled Fowl Breast	5-90
Roast Chicken Breast	5-90	Boiled Fowl Leg	4-90
Roast Chicken Leg	4-90		

VEGETABLES

Stuffed Neck	1-50	Green Beans	1-50
Kishka Stuffing	2-50	Grilled Tomatoes	1-50
Sweet & Sour Cabbage	1-50	Beetroot Salad	1-50
Tzimmas	1-50	Rice	1-50
Braised Celery	1-50	Roast Potatoes	1-50
Continental Salad	1-50	Chipped Potatoes	1-50
Coleslaw	1-50	Boiled Potatoes	1-50
Spring Greens	1-50	Potato Latka	1-50
Green Peas	1-50	Pickled Cucumber	1-50

SWEETS

Fresh Fruit Salad	2-50	Orange Sorbet	1-60
Lockshen Pudding	2-50	Halva	1-60
Apple Strudel	2-50		

DRINKS

Lemon Tea	90	Israeli Wines - Red or White	
Coffee	90	Per Bottle	8-90
Hot Cordials	90	Per 1/2 Bottle	
Minerals	90	Lager or Shandy per Pint	2-90

Perrier Water 1-20

7/2 Pint 1-20

Childrens portions served on request.

PATRONS ARE RESPECTFULLY REQUESTED TO CHECK THEIR BILL AGAINST PRICES ON THE MENU

PLEASE NOTE: VALUE ADDED TAX INCLUDED - SERVICE CHARGE NOT INCLUDED

YOUR GUARANTEE OF QUALITY

"Bloom's"

While experimenting with Kosher foods back in 1920, MORRIS BLOOM, a connoisseur of table delicacies, developed the original veal vienna as well as a new and tastier method of pickling salt beef.

He was convinced that his own style of KOSHER food preparation would catch and delight the public's palate. In 1920 he opened a small restaurant at No. 58 Brick Lane, Stepney. His exciting Kosher meals so stimulated the appetites of the people that they came from miles around.

'BLOOM'S' salt beef sandwich became a household word. It became necessary to move from 58 Brick Lane to bigger premises at No. 2 Brick Lane. The name of BLOOM'S was becoming a symbol of the best in KOSHER foods. So great was the demand for his products that Morris Bloom opened a Kosher Food Factory at 111 Wentworth Street, Stepney, in 1930.

During the last war No. 2 Brick Lane (Bloom's Corner) was destroyed. The restaurant at 90 Whitechapel High Street, E.1, was opened in 1952. (Regrettably, Morris Bloom died before this event.) His son, Sidney Bloom, took over control and the original, traditionally high standards of Kosher cooking is maintained by the best of skilled chefs. Then in June 1965 another Restaurant was opened at 130 Golders Green Road, N.W.11.

The evergrowing demand by the public for these fine quality foods led Sidney Bloom to experiment with canning so that he could bring to the homes of his vast clientele many more additional dishes. In June 1960 this became possible when BLOOM'S opened a canning department which is now producing many lines of equally excellent quality as those served in our restaurants at Whitechapel High Street and Golders Green, including Kreplach, Goulash, Soups, etc.

These canned foods together with our famous Viennas, Salami, Frankfurters, Liver-worsht, etc., go via our wholesale premises in never-ending streams to over 700 Kosher Butchers, and Delicatessens, Stores and Supermarkets throughout the country.

Outstanding in hygiene, every product is supervised. A rabbi and a religious supervisor are on the premises every day.

