



THE 2020

#MatzahChallenge

e-Cookbook



Featuring 18 Recipes From Foodies Around the World

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 **UJA Federation**
NEW YORK



FOREWORD

We hope you enjoy the first-ever **#MatzahChallenge** e-cookbook, featuring 18 recipes from foodies around the world.

The **#MatzahChallenge** encourages anyone munching on matzah during Passover to post a picture to social media using the hashtag **#MatzahChallenge**. That post will be matched by an \$18 gift to UJA to help someone in need.

This campaign started in 2018 as a fun, engaging, and meaningful way to bring our community together over the most celebrated Jewish holiday — Passover. But this year, the **#MatzahChallenge** takes on a new meaning as our community copes with the devastating and isolating impact of Covid-19. The funds generated from this campaign will enable UJA to continue its work on the front lines of the crisis. And, it will provide a way for all of us to come together, virtually, during a time when we are typically together physically at our holiday meals.

We hope this book will offer some much-needed inspiration and light. Even in these challenging days at home, we can still find something meaningful and engaging to do with our time.

We look forward to seeing all of your creations. Be safe, stay healthy, and of course, have a Happy Passover.

#MatzahChallenge RECIPES

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FATTY SUNDAYS CHOCOLATE-COVERED MATZAH ICE CREAM SANDWICHES

Ali & Lauren Borowick | @fattysundays

Sister Duo & Co-Founders of Fatty Sundays

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CHOCOLATE-COCONUT MATZAH ICEBOX CAKE

Jake Cohen | @jakecohen

Food writer, Editorial Director of The Feedfeed

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PASSOVER LAHMAJOUN RECIPE

Chef Einat | @chefeinat

Chef, Author, Comedian, and Mother, “the Queen of Middle Eastern Cuisine” with Balaboosta, Taim, and the soon-to-open Motek restaurants.

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MATZAH CHILAQUILES

Whitney Fisch | @jewhungry

Director of Health and Wellness for Jewish Day School in Los Angeles

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SHREDDED CHICKEN AVOCADO MATZAH “FLATBREAD”

Rachel Goldzal | @rachelinthekidchen

14-year-old Food Photographer, Recipe Developer, Speaker, and Blogger

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EASY BREEZY CHEESY TUNA MELT MATZAH

Jeremy Jacobowitz | @brunchboys
Influencer/@brunchboys

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MATZAH PIZZA BRAVA

ABRAM KAPLAN | @funkyjewster
SIMONE WEICHSELBAUM | @simonejwei
Co-founders of Kugel

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MATZAH SNACK MIX

Amy Kritzer Becker | @whatjewwannaeat
Founder of What Jew Wanna Eat and Co-Owner of ModernTribe

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AVOCADO TOAST ON MATZAH, MY WAY

Kim Kushner | @kimkushnercuisine
Feeding people

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PASSOVER CHEESE BOARD

Rebekah Lowin | @rebekahlowin
*Lifestyle Editor at Country Living Magazine,
Blogger at MadeByRebekah.com*

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CHOCOLATE CARAMEL MATZAH BRITTLE

Melissa Mayo | @themelissamayo

Food Network Chef, Author, Inspirational Speaker

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MACHOS (MATZAH + NACHOS)

Jamie Milne | @everythingdelish

Creator of Everything Delish Inc.

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ARTISAN MATZAH TOASTS

Naomi Nachman | @theaussiegourmet

Cookbook Author, Personal Chef, Instagrammer

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ONETABLE'S COMFORTING SPINACH ARTICHOKE DIP ON MATZAH

OneTable | @onetableshabbat

Onetable seeks to empower people (ages 21-39ish) who don't yet have a consistent Shabbat dinner practice to build one that feels authentic, sustainable, and valuable.

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DANISH SMØRREBRØD-INSPIRED MATZAH

Shannon Sharna | @shasarna

Editor of The Nosh, Cookbook Author (Modern Jewish Baker), Podcast Co-host (Call Your Mother)

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SHAKSHUKA MATZAH BREI

Melinda Strauss | @therealmelindastrauss

Food Blogger, Optavia Coach

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DUCK FAT CHOPPED LIVER ON MATZAH

Joel Tietolman | @mileenddeli

Owner, Mile End Delicatessen

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MATZAH AVOCADO "TOAST" WITH EGG

TONY WESTBROOK | @twestbrook1987

*Assistant Director of Hillel at Washington University in St. Louis/
Jewish Educator Extraordinaire/Official Snackmaker*

FATTY SUNDAYS CHOCOLATE-COVERED MATZAH ICE CREAM SANDWICHES

**Ali & Lauren
Borowick**

@fattysundays

We absolutely love our chocolate-covered matzah and any type of ice cream. Who doesn't?! So what better way to make sure dessert on Passover isn't boring. You'll impress your seder guests (IRL or virtually), that's for sure.



MEAL:

Dessert or snack

FLAVOR PROFILE:

Sweet milk chocolate, rainbow sprinkles, and ice cream. But not too sweet, because of the matzah!

DIFFICULTY:

Hard-boiled egg!

INGREDIENTS:

- Your favorite ice cream flavor (not too cold, so it scoops easily)
- Another favorite ice cream flavor! (also not too cold)
- An ice cream scoop

DIRECTIONS:

1. Lay out your chocolate-covered matzah neatly in 2 rows.
2. Use an ice cream scooper to place the perfect amount of ice cream onto each piece of matzah in the first row.
3. Use the second row of matzah to close up your sammies!
4. Enjoy immediately OR put in freezer to firm up a little more until you are ready to eat!

CHOCOLATE-COCONUT MATZAH ICEBOX CAKE

Jake Cohen

@jakecohen

When I wanted an icebox cake for Passover, my mind naturally ventured to the realm of chocolate and coconut — and almond.



MEAL:
Dessert

FLAVOR PROFILE:
Chocolate-coconut-almond

DIFFICULTY:
Medium

INGREDIENTS:

For the Chocolate Mousse:

- 12 ounces (about 2 cups) chopped dark chocolate
- 1 (14-ounce) can coconut milk
- ½ cup granulated sugar
- 1 teaspoon kosher salt
- 1 teaspoon almond extract

For the Matzah:

- 1 cup almond milk
- 1 teaspoon almond extract
- ½ teaspoon kosher salt
- 7 sheets matzah (200g)

For Garnish:

- 3 ounces (½ cup) chopped dark chocolate, melted
- 1 tablespoon coconut oil, melted
- ½ cup shredded coconut flakes, toasted
- Flaky sea salt, to taste

DIRECTIONS:

1. Make the chocolate ganache: In a medium saucepan, combine the chocolate, coconut milk, sugar, salt, and almond extract over medium heat. Stir constantly until the chocolate is completely melted, 3-4 minutes. Transfer to a large bowl and let cool completely, then refrigerate for 30 minutes.
2. Meanwhile, prepare the liquid for the matzah: In a shallow baking dish or quarter sheet pan, stir together the almond milk, almond extract and salt.
3. Using an electric hand mixer, beat the ganache to soft peaks.
4. To assemble, dip one sheet of matzah into the almond milk mixture then remove, letting excess liquid drip off. Place matzah on a platter. Spread ½ cup of the whipped ganache in an even layer. Repeat this layering 5 more times, then dip the last sheet of matzah and put on top, pressing lightly to sandwich the layers. Cover and refrigerate for at least 4 hours and preferably overnight.
5. The next day, stir together the melted chocolate and coconut oil until smooth. Pour over the chilled icebox cake, using an offset spatula to spread in an even layer. Garnish with toasted coconut and flaky sea salt. Let sit for 10 minutes for the chocolate to set, then slice and serve.

THE PASSOVER LAHMAJOUN

Chef Einat

@chefeinat

Lahmajoun comes from my Israeli-Persian-Yemenite background — a traditional flatbread found all over the region.



MEAL:

Lahmajoun can be eaten at every meal!

FLAVOR PROFILE:

Meaty, earthy, and nutty. A nice balance between sweetness and acidity.

DIFFICULTY:

The level is 4/10

INGREDIENTS:

For the base:

- Matzah (can be whole-wheat, egg, etc.)

For the meat topping:

- 2 tablespoons olive oil
- 1 large yellow onion, chopped (about 2 cups)
- 2 garlic cloves, grated or minced
- ¼ jalapeño pepper, seeded and chopped
- ½ pound ground beef
- 2 teaspoons tomato paste
- 2 tomatoes, chopped (about 1 cup)
- 1 teaspoon salt
- 1 teaspoon cumin
- Pinch of sugar
- Pinch of black pepper
- ¼ cup mint leaves, finely shredded
- ¼ cup pine nuts, toasted

DIRECTIONS:

1. Heat olive oil in a large sauté pan on medium-high heat. Add onions and fry for 5-7 minutes until soft and translucent. Add garlic and jalapeños and cook for 1-2 minutes.
2. Add the ground beef, turn the heat to high and cook for 5-7 minutes crumbling the meat with a fork until it is crumbled and slightly browned. Using the slotted spoon, remove the meat and the onion from the pan to a bowl and set aside.
3. In the same pan add tomato paste, chopped tomatoes, and sugar. Cook for 1-2 minutes while stirring to make sure tomato paste is combined. This will help cut the acid in the tomatoes.
4. Return the meat to the pan and season with salt, cumin, and pepper. Remove from heat and stir in pine nuts and mint. Set aside.
5. To assemble Lahmajoun, divide the meat between two pieces of matzah and spread evenly, leaving about 1 inch without the topping. Place on a sheet tray and reheat in the oven, just until beef has been warmed through and nicely browned and crispy — About 10-15 minutes.
6. Serve promptly and garnish with mint leaves.

MATZAH CHILAQUILES

Whitney Fisch

@jewhungry

Southern California food, inspired by Mexico — from Nahuatl, Chilaquiles means chiles & greens



MEAL:

Breakfast, lunch, or dinner

FLAVOR PROFILE:

Brothy, tomatoey sauce; flavors of garlic, cumin, cilantro & cayenne

DIFFICULTY:

Easy to medium

INGREDIENTS:

- 1 28-ounce can of whole tomatoes with juice
- 2 garlic cloves
- ½ cup cilantro and stems
- 1 small white onion, chopped (saving about 2 Tbsp. worth for garnish)
- 1 tablespoon smoked paprika
- 1 tablespoon cayenne pepper
- 1 tablespoon cumin
- ½ tablespoon kosher salt
- 3 tablespoons canola oil, divided
- 3 sheets of matzah, coarsely broken up
- 1 cup shredded cheese
- 2 eggs
- Cilantro to garnish
- Lime wedges for garnish

DIRECTIONS:

1. Preheat oven to low broil. Combine first 8 ingredients in food processor and blend until coarsely blended. (Or use a large bowl and immersion blender.)
2. Heat one tablespoon of oil in a large, heavy, oven-proof nonstick skillet over medium-high heat, and add ¾ of the tomato puree and cook, stirring, for roughly 10 minutes, until the sauce darkens and thickens. Season to taste with salt.
3. Turn heat to low, and simmer, stirring often, for about 5 minutes, until the sauce coats the front and back of a spoon. Taste and adjust salt.
4. Add broken-up pieces of matzah to a large mixing bowl. Cover with cooked tomato puree. Stir until all pieces of matzah are combined.
5. Return half of the covered matzah to the skillet. Flatten and cover with half of the shredded cheese. Top that with the rest of your covered matzah, and cover with the reserved quarter of your tomato puree and the rest of your cheese.
6. Place the skillet of your cheesy, tomatoey matzah in the oven and broil until cheese is golden and melted, 4-5 minutes. Remove from oven and set aside.
7. Meanwhile, pour the last tablespoon of oil into a nonstick skillet to lightly coat. Heat over medium heat. Add eggs and fry until whites are set but yolks are still runny, about 4 minutes.
8. Garnish chilaquiles with chopped onion, cilantro, and lime wedges. Top with fried eggs and serve with any remaining sauce alongside.

SHREDDED CHICKEN AVOCADO MATZAH “FLATBREAD”

Rachel Goldzal

@rachelinthekidchen

*My two favorite foods,
chicken and avocado,
combined!*



MEAL:
Dinner

FLAVOR PROFILE:
Healthy, yet comfort food

DIFFICULTY:
Medium

INGREDIENTS:

- 2 chicken breasts
- Salt and pepper
- Garlic powder
- Onion powder
- Hot paprika
- 1 tablespoon oil
- 2 avocados
- 2 tomatoes
- ½ red onion
- 1 lemon
- 2 pieces of matzah

DIRECTIONS:

1. Sprinkle salt, pepper, garlic powder, onion powder, and paprika on both sides of the chicken breasts.
2. Heat frying pan with oil, and cook, flipping breasts occasionally until cooked through.
3. Cool the chicken so you can shred it with two forks.
4. As chicken is cooling, cut avocados and tomatoes into cubes.
5. Cut red onions into small dice.
6. Place avocados, tomatoes, and red onion into a bowl.
7. Juice lemon and add to the vegetables.
8. Add a pinch of salt and pepper.
9. Mix well.
10. Place a scoop of the avocado mixture and the shredded chicken onto each piece of matzah.
11. Serve right away AND ENJOY!

EASY BREEZY CHEESY TUNA MELT MATZAH

Jeremy Jacobowitz

@brunchboys

I definitely remember eating a ton of matzah tuna melts as a kid



MEAL:

Brunch! Or anything

FLAVOR PROFILE:

Yummy

DIFFICULTY:

Hard-boiled eggs! Just be careful not to burn it!

INGREDIENTS:

- 1 matzah
- 1 can of tuna
- 1 tablespoon minced carrot
- 1 tablespoon minced celery
- 1 tablespoon minced red onion
- 1 slice of swiss cheese
- 2 tablespoons mayo
- 1 lemon

DIRECTIONS:

1. Pre-heat your broiler. Turn on broiler setting, or if you don't have a broiler setting, turn to highest temperature.
2. Dice the carrot, celery and onion, into small cubes.
3. Put the can of tuna into a bowl. Break it up as you mix the mayo in, along with some salt and pepper (to taste), and a squeeze of lemon.
4. Mix in the diced vegetables.
5. Spread tuna mixture evenly over the matzah.
6. Top with a slice of swiss cheese.
7. Broil for 1-2 minutes until swiss cheese is melted.
8. Remove carefully and wait 5 minutes to cool.

MATZAH PIZZA BRAVA

Abram Kaplan

@funkyjewster

&

Simone Weichselbaum

@simonejwei

Decadent mashup of Spanish and Middle-Eastern cuisines



MEAL:

Snack for anytime

FLAVOR PROFILE:

Rich and spicy

DIFFICULTY:

Advanced beginner AKA you need to know how to make a sunny side up egg

INGREDIENTS:

- 1 matzah
- Cheddar cheese
- Tomato sauce
- Spices of your choice such as chile flakes, cayenne pepper, and garlic pepper
- Sriracha

DIRECTIONS:

1. Thinly spread tomato sauce over dry matzah.
2. Sprinkle cheddar cheese thinly over the layer of tomato sauce, partially covering.
3. Broil on medium till cheese melts, or toast on dark setting for conventional toasters.
4. Crack egg over low heat in pan with olive oil; cover until all the white has cooked through.
5. Place sunny side up egg in the middle of the matzah.
6. Drizzle with sriracha, sprinkle with sea salt, cayenne pepper, and garlic powder. Cut in four pieces and you've got yourself a spicy, sassy, matzah pizza.

AVOCADO TOAST ON MATZAH, MY WAY

Kim Kushner

@kimkushnercuisine

What I love to eat throughout the year is pretty much what I eat during Passover — really, good food.



MEAL:

Every meal

FLAVOR PROFILE:

Less is more. Fresh, bright and delicious.

DIFFICULTY:

Hard-boiled egg to brisket? Hard-boiled... which gets me thinking... a fried, poached, or runny egg over the top would be perfection!

INGREDIENTS:

- 1 board of matzah
- Sliced avocado
- A few slices of smoked salmon
- Handful of your favorite greens (I used baby kale)
- Thinly sliced watermelon radish (or any radish or any thinly sliced crunchy veg will do the trick)
- Good quality extra virgin olive oil
- Salt, pepper, and hot sauce if so desired
- Thinly sliced lemon & freshly chopped dill, for garnish

DIRECTIONS:

1. Arrange the avocado slices onto the matzah.
2. Place smoked salmon around avocado.
3. Top with greens and radish.
4. Drizzle with olive oil and sprinkle with lots of salt, pepper, and hot sauce, if desired.
5. Garnish with lemon and dill.
6. Eat and enjoy.

MATZAH SNACK MIX

**Amy Kritzer
Becker**

@whatjewwannaeat

I love a sweet and spicy snack mix during the year, so I thought why not make a version for Passover?



MEAL:

Snack for sure!

FLAVOR PROFILE:

Sweet and spicy and crunchy

DIFFICULTY:

Pretty easy.
I'd give it a 3/10

INGREDIENTS:

- 3 pieces of matzah broken into bite-sized pieces
- ¼ cup almonds, chopped
- ¼ cup walnuts, chopped
- 2 egg whites
- 2 tablespoons unsalted butter, melted and cooled
- 2 tablespoons brown sugar (white works too)
- 1 teaspoon kosher salt
- ½ teaspoon black pepper
- ¼ teaspoon cayenne pepper
- 1 teaspoon garlic powder
- 1 teaspoon onion powder
- ½ teaspoon dried parsley
- ½ teaspoon paprika
- ½ teaspoon lemon juice

DIRECTIONS:

1. Pre-heat the oven to 275° F and line a baking sheet with parchment paper.
2. In a large bowl, whisk the egg whites until frothy.
3. Add the butter, sugar, and spices and lemon juice and whisk to combine. The mixture should be pretty thick.
4. Add in the matzah pieces and nuts and coat carefully, making sure not to break up the pieces too much more.
5. Spread the matzah and nuts into one layer on the baking sheet. Bake 30-40 minutes until crunchy and dry, mixing often. Store in an airtight container at room temperature for up to 3 days.

PASSOVER CHEESE BOARD

Rebekah Lowin

@rebekahlowin

Classic cheese board w/ matzah! Modify to make it your own. I love that the bitter herb garnish ties it to the seder table.



MEAL:
Snack.

FLAVOR PROFILE:
Hmm. Cheesy?

DIFFICULTY:
Easier than a hard-boiled egg!
No cooking or baking required
— just creative, artful plating.

INGREDIENTS:

- Matzah, shmura if possible, broken into small pieces
- Kosher for Passover cheese (two or three kinds)
- Parsley or other “bitter herbs,” for garnish
- Green grapes (optional)
- Kumquats (optional)
- Marcona almonds (optional)
- Olives (optional)
- Pomegranate seeds (optional)

DIRECTIONS:

1. Arrange pieces of matzah artfully on a board of your choosing.
2. Add a few cheeses of varying sizes with bitter herb garnishes (flat or curly parsley work well).
3. Add other accompanying snacks and small bites you’d like — I went with pomegranate seeds, olives, Marcona almonds, green grapes, and kumquats for color. Dried fruit — apricots or figs, for instance — could also work well.
4. Try to fill in all the gaps and empty crannies with those extras and with your garnishes so that your board looks lush, bountiful, and overflowing ... rather than sparse.
5. Serve and enjoy!

CHOCOLATE CARAMEL MATZAH BRITTLE



Melissa Mayo

@themelissamayo

I wanted something delicious and decadent I could use to satisfy my sweet tooth with a crunch and chew factor.

MEAL:
Snack

FLAVOR PROFILE:
Sweet and crunchy

DIFFICULTY:
Medium

INGREDIENTS:

- 5 pieces matzah
- 1 cup firmly packed brown sugar
- 1 cup (2 sticks) pareve margarine
- 1 cup chopped bittersweet or semi-sweet chocolate
- Toppings — chopped nuts, candied ginger, chopped apricots, cranberries, chocolate chips, sea salt, chilli salt

DIRECTIONS:

Makes 30 pieces

1. Preheat the oven to 350°F / 175°C
2. Line a baking sheet with parchment paper. Place the matzah in a single layer on the baking sheet, breaking it if necessary to fill the pan.
3. In a small saucepan, melt the margarine and brown sugar over medium heat, stirring constantly. Once the mixture reaches a boil, continue to cook for an additional 3 minutes, still stirring, until thickened and just starting to pull away from the sides of the pan.
4. Remove from heat and pour over the matzah. Spread in an even layer with a heat-proof spatula. (Don't touch it. It'll burn you.)
5. Bake for 15 minutes, watching that it doesn't burn. If it looks like it's burning, lower the heat to 325°F.
6. After 15 minutes, the toffee will turn golden brown. Remove from the oven and immediately sprinkle the chocolate over the matzah. Let it sit and melt for 5 minutes, then spread it evenly over the caramel with a spatula. You can leave it as is or sprinkle the brittle with your choice of toppings while the chocolate is still melted and warm.
7. Let the brittle cool completely. Break it into smaller pieces and store in an airtight container.

MACHOS (MATZAH + NACHOS)



Jamie Milne
@everythingdelish

I am a huge fan of nachos, and this is a recipe that I always grew up eating during passover.

MEAL:
Lunch or snack!

FLAVOR PROFILE:
Savory

DIFFICULTY:
SUPER EASY! Easier than making matzah pizza.

INGREDIENTS:

- Egg & onion matzah
- ½ cup shredded cheese
- 2 roma tomatoes
- Sour cream
- Handful of cilantro

For the guacamole:

- 2 ripe avocados
- 1 tablespoon lime juice
- 1 ½ teaspoons garlic powder
- Salt & pepper to taste

DIRECTIONS:

1. Preheat oven to 400° F.
2. Break matzah sheets, place on sheet pan, and top with shredded cheese. I like to layer the matzah with cheese.
3. Bake for 5 minutes (or until cheese is melted).
4. While matzah is in the oven, prepare the guacamole. Slice and scoop avocado out of the shell with a spoon into a bowl. Add lime juice and use a fork to mash to desire consistency. Add garlic powder, salt, and pepper.
5. Remove matzah from the oven and top with guacamole, tomatoes, sour cream, and cilantro.
6. Enjoy!

ARTISAN MATZAH TOASTS

Naomi Nachman

@theaussiegourmet

Seeing toasts are so popular, why not use these cool toast toppings for matzah?

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MEAL:
Snack

FLAVOR PROFILE:
Savory and sweet

DIFFICULTY:
Easy

INGREDIENTS:

- 1 whole matzah

For the toppings:

- Goat cheese, thinly sliced beets or peaches, and pesto
- Avocado, lemon juice, salt, sliced tomato, sliced red onion, and feta
- Cream cheese, smoked salmon, and fresh dill
- Ricotta, sliced apples, and honey

DIRECTIONS:

Open-faced toasted sandwiches (“toasts”) are super-popular, so I had to include a Pesach version using matzah. For a dairy meal, set up a garnish bar with bowls of assorted garnishes. My favorite topping combinations are below, but you can get creative with your own combinations, using toppings such as a poached, boiled, or fried egg; tomatoes; goat or feta cheese; red onion; Greek yogurt or leben (a lemony yogurt spread from Israel); strawberries with balsamic vinegar; beets with scallion; lox; cucumber; or just plain avocado.

1. Divide matzah into four pieces and spread with layers of toppings of your choice. Serve immediately.
2. Goat cheese: spread cheese on matzah. Top with very thinly sliced raw beets (or peaches) and a drizzle of pesto.
3. Avocado: mash avocado with lemon juice and salt; spread over matzah. Top with tomato, red onion, and crumbled feta.
4. Cream cheese: spread cream cheese on matzah, and top with smoked salmon and fresh dill.
5. Ricotta: spread ricotta on matzah, and top with apples and a drizzle of honey.

ONETABLE'S COMFORTING SPINACH ARTICHOKE DIP ON MATZAH

OneTable

@onetableshabbat

Why should matzah pizza get all the love and attention? Spinach artichoke dip is a classic comfort food and we're digging it (literally) with some crunchy matzah.



MEAL:
Snack

FLAVOR PROFILE:
cheesy, savory, and healthy...ish? No? Okay fine, maybe that's a stretch, but extra credit for eating spinach!

DIFFICULTY:
If you can make charoset, you can make this! We'd rate it as intermediate, since you need to use the oven.

INGREDIENTS:

- Matzah
- Fresh ground black pepper
- 8 oz cream cheese, softened
- $\frac{2}{3}$ cup sour cream
- $\frac{1}{3}$ cup mayo
- 2 cloves garlic, minced
- 1 $\frac{1}{2}$ cup mozzarella cheese, shredded
- $\frac{1}{2}$ cup parmesan cheese, shredded
- $\frac{1}{2}$ pepper jack cheese... if you're feeling real scandalous
- 10 oz frozen chopped spinach, defrosted and squeezed dry
- 14 oz marinated artichoke hearts, chopped
- EVOO for a grand finale drizzle

DIRECTIONS:

1. Preheat oven to 350° and spray a baking dish with non-stick cooking spray.
2. Mix together cream cheese, sour cream, mayo, garlic, parmesan, pepper jack, mozzarella, and freshly ground pepper.
3. Stir in artichokes and spinach.
4. Spread mixture evenly in prepared baking dish.
5. Bake in a 350° oven for 20-25 minutes, until melty and thoroughly heated.
6. Schmear on matzah, drizzle generously with EVOO & serve warm!

DANISH SMØRREBRØD-INSPIRED MATZAH

Shannon Sharna

@shasarna

In Denmark & Sweden, I love their traditional open-faced sandwiches — smoked fish, vegetables, pickled things. As beautiful to look at as they are delicious to eat.



MEAL:

Breakfast, lunch, dinner, OR snack!

FLAVOR PROFILE:

Light, salty, briny, creamy

DIFFICULTY:

EASY! No cooking. Just arrange beautifully & enjoy.

INGREDIENTS:

- 2 pieces of matzah
- ½ cup sour cream, crème fraiche or Greek yogurt
- 6-8 oz Smoked trout (or white fish)
- French-style cornichons or other spiced pickles
- Thinly sliced radishes
- Fresh dill
- Caviar (optional)

DIRECTIONS:

1. Spread a thin layer of sour cream, crème fraiche, or Greek yogurt all over matzah.
2. Top with smoked fish.
3. Top with remaining ingredients in your most artistic way.
4. Serve immediately.
5. Enjoy!

SHAKSHUKA MATZAH BREI



Melinda Strauss

@therealmelindastrauss

This is definitely not the matzah brei I grew up eating, but I think my dad will be proud! My version today has the flavors of shakshuka, including jalapeno, tomato sauce, cumin and, of course, EGGS! Welcome to the new matzah brei generation.

MEAL:

Any time of day, but especially awesome for breakfast

FLAVOR PROFILE:

Israeli

DIFFICULTY:

I'll let you decide!

INGREDIENTS:

- 1 tablespoon olive oil
- 1 small onion, finely chopped
- 1 small jalapeno, finely chopped
- 1 garlic clove, minced
- 1 15-oz can of tomato sauce
- 2 sheets of matzah
- 2 eggs, whisked
- 1 teaspoon milk
- ¼ teaspoon ground cumin
- ¼ teaspoon dried oregano
- ¼ teaspoon salt
- Sprinkle of black pepper
- Fresh parsley, to garnish

DIRECTIONS:

1. In a sauté pan over medium heat, caramelize the onion, jalapeno, and garlic in olive oil.
2. While the onion mixture is cooking, pour the tomato sauce in a pan or on a plate big enough for the matzah. Dip the matzah squares in the tomato sauce and soak on each side for 30 seconds. Break up the matzah into pieces and add to the hot pan. Sauté the matzah for 1 minute to heat through.
3. In a small bowl, mix the milk, cumin, oregano, salt, and pepper to the whisked eggs and add to the hot pan. Stir the egg mixture with the matzah and cook for 2-3 minutes, until the eggs are cooked through but still soft.
4. Serve immediately.

DUCK FAT CHOPPED LIVER ON MATZAH

Joel Tietolman

@mileenddeli

If Bubbie was a foodie...



MEAL:

Prob not dessert!

FLAVOR PROFILE:

Savory, creamy, rich, decadent, salty

DIFFICULTY:

Easy, just requires patience!

INGREDIENTS:

- ½ cup duck fat (traditionally schmaltz is used, but duck fat is even richer and elevates the dish)
- 3 cups chopped spanish onion
- 1 pound chicken livers
- 1 fresh bay leaf
- 1 sprig of thyme
- 4 large hard-boiled eggs
- 3 scallions diced
- 1 teaspoon of quatre-épices (equal parts white pepper, ginger, cloves and cinnamon)
- 1 teaspoon coarse kosher salt
- Black pepper to taste

DIRECTIONS:

1. Heat the duck fat in a large sauté pan over medium high heat.
2. Add onion and fry until the edges start to brown
3. Add livers, bay leaf, and thyme — lower the heat slightly and cook
4. Stir frequently until the livers are just cooked through, about 10 minutes
5. Set aside and let the liver and onion mixture cool
6. Remove the bay leaf and thyme
7. Add the eggs and quatre-épices, season with salt and pepper to taste
8. Pass the mixture through a food processor or meat grinder on small die, until coarsely chopped
9. Stir in the scallions and adjust salt and pepper to taste.
10. Optional, garnish with pickled red onion, fried onion, chopped hard-boiled egg, or gribenes
11. Schmeare on some matzah and enjoy!

MATZAH AVOCADO “TOAST” WITH EGG

Tony Westbrook

@twestbrook1987

I love avocados and I love eggs! Why not combine the two and make something delicious for Passover.



MEAL:

Great at any hour of the day

FLAVOR PROFILE:

Savory

DIFFICULTY:

It's super easy to make and you don't have to worry about burning the toast!

INGREDIENTS:

- 1 matzah
- 1 ripe avocado
- 1 teaspoon of minced garlic
- 1 teaspoon of Trader Joe's taco seasoning
- 4-5 cherry tomatoes
- 1 small bunch of parsley or cilantro
- 1 lime
- 1 small red onion
- ½ teaspoon of walnut oil (optional, obviously don't use this if you're allergic to nuts)
- 1-2 eggs
- Salt and pepper

DIRECTIONS:

1. Break the matzah into four equal parts and set aside.
2. Grab the avocado, scoop out the delicious insides into a large bowl, removing the giant seed.
3. Using a fork, mash the avocado. Add the tsp of minced garlic. Personally, I roast my own garlic and use that in this recipe. It brings out a unique smoky flavor.
4. Quarter and dice the cherry tomatoes and add to the bowl.
5. Using only a quarter of the red onion, finely dice the onion, add to the mix and stir.
6. Add the juice of one lime, some diced parsley or cilantro, the walnut oil, salt, pepper, and the TJ's taco mix to the bowl and mix away! You want your mixture to evenly blended. Leaving some texture to the mix is preferable. Once it's all mixed, set it aside.
7. Now to the fun part of frying an egg! Crack egg into a glass. Using a heated and pre-oiled cast iron skillet, fry said egg. If you like runny yolks, as I do, you want to cook the egg for about 8 minutes. The edges should be crispy, the whites of the egg should be completely set, and the yolk is soft.
8. Take your matzah, add a generous scoop of the avocado mixture, and place the egg on top. Voila! You have a delicious breakfast or snack. To be honest, I've made this at any time of day. It's just SO good.