



Shana Tovah!

Rosh Hashanah is a special two-day festival which celebrates the Jewish New Year. It literally means 'head of the year' and usually takes place in September or October.

This year, Rosh Hashanah began at sundown on 6th September, with the blowing of the Shofar (an instrument made from a ram's horn) and will continue through until nightfall on 8th September.



Rosh Hashanah is a celebration of the creation of the world and marks making a fresh start.

As part of the celebration, it is traditional for people to eat sweet foods such as apples, pomegranate, honey, and challah bread to represent their wish for a sweet year ahead.

The two days of Rosh Hashanah usher in the Ten Days of Repentance, which ends with the fast day of Yom Kippur, the Day of Atonement.

It is a time for people to reflect on the past year and to ask for forgiveness for anything wrong they feel they have done. It is also a time to think about their priorities in life and what is important to them.



Shana Tova is the shortened greeting for Rosh Hashanah. It's cut down from the traditional greeting of 'L'shanah tovah tikatev v'taihatem', which means 'may you be inscribed and sealed for a good year.'

If you're afraid of butchering the pronunciation, a simple 'happy new year' would still be greatly appreciated by your Jewish friends.

Shana Tova to all our Jewish friends, colleagues and clients. As Covid restrictions continue to lift, we hope you are all able to celebrate this years Rosh Hashanah with friends and family.