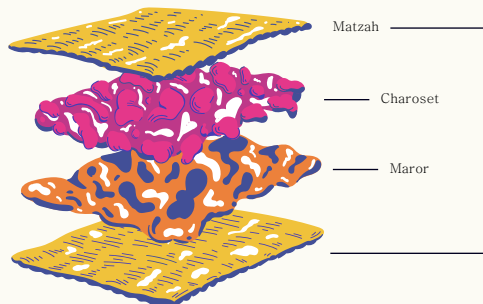


THE #FRIENDSEDER SANDWICH

The sandwich you want to eat with your friends that makes you feel free.



This is the classic **Passover Hillel Sandwich** (above), which tells the story of Passover with a combination of sweet and spicy flavors tucked between two pieces of matzah. It is named for Hillel the Elder, a 1st century scholar who invented this sandwich and had a profound influence on Jewish thought and customs through teaching, debate and storytelling. The #Friendseder™ Sandwich carries on this tradition and invites you to share your story of freedom (and friendship) through food.

In the Jewish wisdom tradition questions are often more important than answers. The central question of Passover asks us to contemplate the idea of freedom. What does freedom mean to you? For some, freedom is a physical place. For others, it's an abstract concept, or maybe even a goal you're striving for. Whatever freedom looks like for you, the Friendseder™ Sandwich can help you share the flavor of your story.

Check out The 4 Questions on the right and get creative – we hope you're hungry!

THE 4 QUESTIONS OF THE #FRIENDSEDER™ SANDWICH:

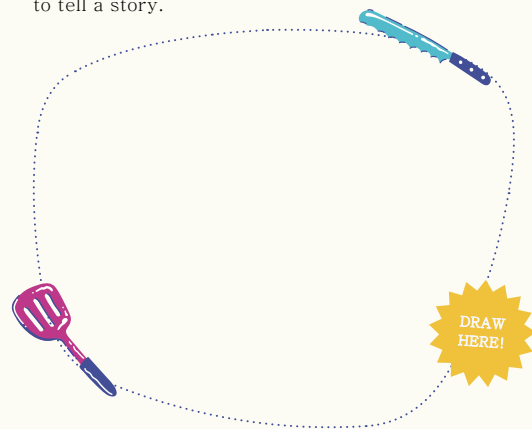
- ① What is a story you love to tell that is important to who you are? Who are the friends in this story?
- ② Is there a food element in your story? If not, what food or flavor would represent the story?
- ③ In your story, what is the freedom that you are pursuing?
- ④ If this story were a sandwich, what would the ingredients be?



For more ideas on how to use your answers to these questions and turn them into your Friendseder™ Sandwich, check out this QR code

BUILD YOUR SANDWICH

The #Friendseder Sandwich doesn't need to smell or look like a traditional Passover food, or even be kosher for Passover (unless of course it's being enjoyed during the week of Passover) – but it needs to tell a story.



BONUS QUESTION: When you eat this sandwich, what do you feel free from?

#Friendseder™ (Powered by The Well) Is the Friendsgiving of Passover, with resources designed to help you gather with friends prior to (or during) the week of Passover to make this holiday your own.


Learn more about #Friendseder™ (the Friendsgiving of Passover) at www.friendseder.com.



What makes this
SANDWICH
different from all
other sandwiches?



#FRIENDSEDER™

powered by  THE WELL

Learn more at www.friendseder.com

