kosher food to the airport for passengers so they would have something to eat during the delay. (Photo courtesy DansDeals.com) # First, it's not an airplane that normally flies to Cleveland. Second, it was filled with travelers from Israel, many of whom, Eleff speculated, keep kosher and might get hungry if their unplanned layover in Cleveland dragged on into the night. # So Eleff, of Beachwood, an ordained rabbi who runs the travel website DansDeals.com, sprung to action, buying food for the travelers and then delivering it to the airport. # If that sounds easy, it wasn't. # Try showing up at the airport late at night, with a half-dozen boxes of food, and talking TSA into letting it all through security. # But let's start at the beginning: The 274-passenger plane, United flight 85, was en route from Tel Aviv to Newark on Wednesday when it was diverted to Cleveland Hopkins because of weather-related problems in the New York City area. It landed in Cleveland at 6:10 p.m. and was initially scheduled to be on the ground for just over an hour. # It ended up staying in Cleveland for almost eight hours. # Eleff started monitoring the plane shortly after it touched down. His website has a strong following from what Eleff calls the "religious Jewish market, "so he figured he might know someone on the flight. He messaged his 95,000 followers on Twitter, asking for updated information about the flight and whether anyone was hungry. He heard back from several. # Eventually, when it was clear the plane wasn't going to take off for a while, United let the passengers deboard and bought pizza for the group.