



## Geliko's OU Kosher Gelatin Gains Momentum in the Food Manufacturing Marketplace

NEW YORK, Dec. 15, 2010 -- Geliko, the world leader in kosher beef gelatin production, is pleased to announce that all of its gelatin products are certified kosher pareve for Passover and year-round use by the Orthodox Union. "We are pleased to be able to certify a kosher gelatin with characteristics that comply with the OU's kosher standards as well as satisfy customers' unique product specifications. The exceptional properties of Geliko gelatin make it an ingredient which can be used in the production of kosher food products and pharmaceuticals," says Rabbi David Jenkins, Rabbinic Coordinator for the Orthodox Union.

"The global demand for kosher foods is growing leaps and bounds," says Claudia Yamana, Gelita's vice president of sales and marketing. "As this important market is growing and because there is now an OU certified kosher gelatin, food producers can produce kosher products without re-formulating. Keeping gelatin in kosher products is principal in maintaining key sensory attributes, such as color, clarity, one-of-a-kind mouthfeel and ideal melting properties," continued Yamana. The certification of Geliko Kosher Gelatines is a major step forward, as it will finally allow food and pharmaceutical companies to produce kosher products which have the same attributes as non-kosher products. Prior to this development, there was no mass-produced, industrial-scale kosher beef gelatin product available in the marketplace.

With the availability of OU kosher certified gelatin, more companies should be able to produce a wider array of foods which OU consider kosher. The Orthodox Union is the world's largest Jewish resource organization and has universal acceptance as the leading authority and governing body for determining kosher foods, because of the OU's rigorous and strict standards, most mainstream kosher agencies recognize the OU certification, which is signified by a circled "U," and appears on more than 500,000 products in 83 countries.

Geliko offers an extended line of kosher granulated gelatin and kosher hydrolyzed collagen for use in foods such as marshmallows, yogurt, protein bars, beverages, gummies and more. It is also ideal for use in pharmaceuticals and nutraceuticals, including in soft and hard capsules and for micro encapsulation. Geliko mass produces OU kosher gelatin products through an industry partnership with Gelita. All phases of manufacturing, from raw material sourcing, processing, production and packaging, are meticulously monitored by Geliko, Gelita and the Orthodox Union to ensure consistently high quality, safe and completely traceable OU kosher gelatines.

"Our products have a strong history of providing natural ingredients for companies producing a variety of foods and pharmaceuticals," Yamana said. "We are thrilled to have expanded our portfolio to include Geliko Gelatin so that more consumers can enjoy the benefits of our products. Because gelatin's unique properties are unmatched by any other hydrocolloid or gelling agent, food and capsule producers can now formulate *real* kosher products without compromising product functionality and sensory characteristics."

Geliko OU kosher gelatins are commercially available either directly through Geliko, Gelita or through major distributors, such as Food Industry Technology of Miami, Florida.

Kosher laws have their origin in the Bible and are detailed in the Talmud and other codes of Jewish law. Rulings throughout the years have established current kosher regulations, which govern the certification of various products.

Geliko LLC is based in New York, NY. For more information, visit <http://www.geliko.com>.

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