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FOR IMMEDIATE RELEASE

**CP Kelco Receives 2010 North American Food Ingredients
Technology Innovation of the Year Award**

New Orleans, Louisiana, USA, February 9, 2011 – At an awards ceremony held in early February, Ted Russin represented CP Kelco to receive the Frost & Sullivan 2010 North American Food Ingredients Technology Innovation of the Year Award for its patent pending Triple Layer Self-Separating Dessert Gel concept. The Technology Innovation of the Year Award is a prestigious recognition of CP Kelco's accomplishments in the food ingredients market.

The invention was awarded due to the uniqueness of the technology, impact on new products/applications, impact on functionality, impact on customer value, and relevance of innovation to industry.

Ted Russin, Scientist, describes the basic principle behind this invention: “through a density gradient, created by blending fat-based emulsifiers, an aqueous phase with KELCOGEL[®] F gellan gum and incorporated air, we can create a homogenous stream that rapidly separates into different phases and eventually sets into a layered gelled dessert.” KELCOGEL[®] F gellan gum is unique in that it creates a thin viscosity in the warm aqueous matrix which allows for the effective separation of the emulsifier layers during cooling and setting.

The creation of a single stream process that can separate into three distinct layers is considered a technological advancement. Customers prefer desserts which can give them multiple sensory inputs with the same serving portion. A layered dessert satisfies this need, as different textures and potentially different sensory experiences can be offered within the same portion. This innovation gives manufacturers the ability to process two or three layered desserts effectively and efficiently.

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ABOUT CP KELCO:

CP Kelco is a leading global manufacturer and marketer of specialty hydrocolloids, with facilities in Europe, North America, Asia and Latin America. Owned by J.M. Huber Corporation, CP Kelco's product lines include pectin, xanthan gum, carrageenan, cellulose gum, gellan gum, diutan and wellan gum, and other novel biopolymers, marketed under brand names including **CEKOL**[®], **GENU**[®], **GENUGEL**[®], **GENUVISCO**[®], **GENULACTA**[®], **KELTROL**[®], **KELCOGEL**[®], **SLENDID**[®] and **SIMPLESSE**[®]. For more information, visit www.cpkelco.com or call/e-mail the above mentioned contact.

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