



A HUBER COMPANY

1000 Parkwood Circle, Ste 1000
Atlanta, GA 30339
USA
Tel: +1 678 247 7413
Fax: +1 678 247 2797
solutions@cpkelco.com
www.cpkelco.com

CONTACT INFORMATION:

Europe, Middle East, and Africa: Ms. Fatima FARAJ
fatima.l.faraj@cpkelco.com

+33-149-037-821

Americas: Ms. Kathleen Deely
kathleen.deely@cpkelco.com

+1-630-355-2874

Asia-Pacific: Ms. Cara Zhuang
cara.zhuang@cpkelco.com

+86-21-5175-8412

FOR IMMEDIATE RELEASE

CP Kelco's GENU[®] Explorer family of pectin products enables new texture horizons in jams, jellies and fruit spreads

Lille Skensved, DENMARK, October 1, 2009 -- CP Kelco introduces a new range of pectin products designed to create new textures in reduced-sugar and sugar-free jams, jellies and fruit spreads.

Marketed under the GENU[®] Explorer brand, CP Kelco produces these new pectin types using a unique and proprietary process, which significantly maintains the pectin's properties; more like that found in the native fruit. This new manufacturing platform provides benefits to both consumers and manufacturers.

For consumers, the GENU Explorer pectin range offers jams and fruit spreads with more smooth and creamy textures. In addition, the jams have improved visual appeal due to a significant reduction in syneresis, and improved fruit distribution. *Mintel's GNPD Sweet & Savory Spreads Category Insight for Q1-Q2 2009*, reported that health and suitability continue to be key consumer drivers within the category, adding that "we continue to see growth within the lower-sugar, fat, and calorie lines". **For producers**, the GENU Explorer pectin range provides more flexibility in recipe design and improved process tolerance to raw material changes and manufacturing variances.

"Customer feedback validates that the new GENU Explorer pectin types provide smooth and creamy textures; addressing consumer needs. And, we have seen that the GENU Explorer products give producers more consistent production and improved syneresis control," said Poul Larsen, Technical Support & Development Manager Food. Larsen added that several of these pectin types can be used to formulate organic and natural labeled consumer products; important factors for many customers today.

###

ABOUT CP KELCO:

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