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**FOR IMMEDIATE RELEASE**

## **KELCOGEL<sup>®</sup> Gellan Gum Approved for Use in Organic Foods and Beverages**

**Atlanta, Georgia, USA, January 14, 2011** -- CP Kelco announces that KELCOGEL<sup>®</sup> Gellan Gum has been listed as an allowable ingredient for use in organic foods and beverages by the USDA National Organic Program (NOP) under the guidelines established by the National Organic Standards Board (NOSB).

The CP Kelco regulatory and technical groups worked closely with the committee members of the NOSB to make sure they had the proper information to make this ruling. "We are very excited to be able to now offer the unique benefits of KELCOGEL<sup>®</sup> gellan gum to customers who produce organic food and beverage products," says Kathleen Deely, Americas Food Marketing Manager.

KELCOGEL<sup>®</sup> gellan gum has unique suspension and versatile gelling performance that allows food and beverage manufacturers to develop products with attributes demanded by today's consumers. Approved products are non-GMO, Kosher and Halal certified and can be used in vegetarian applications.

More information can be found at the following resources. Gellan gum: [7 CFR 205.605(a), per 7 CFR 205-105(c)(e)(f)(g)] <http://edocket.access.gpo.gov/2010/pdf/2010-31196.pdf>

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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<sup>®</sup>**, **GENU<sup>®</sup>**, **GENUGEL<sup>®</sup>**, **GENU pHresh<sup>™</sup>**, **GENUVISCO<sup>®</sup>**, **GENULACTA<sup>®</sup>**, **KELTROL<sup>®</sup>**, **KELCOGEL<sup>®</sup>**, **SLENDID<sup>®</sup>** and **SIMPLESSE<sup>®</sup>**. For more information, visit [www.cpkelco.com](http://www.cpkelco.com) or call/e-mail the above mentioned contact.