

Press Contact

Kim Simko
Public Relations Account Manager
Walker Marketing
704-782-3244 ext. 115
ksimko@wmamarketing.com

**Blue Mountain Flavors
Achieves Halal Certification**

*Flavoring company expands product offerings,
broadens appeal to international customers*

KINSTON, NC, January 18, 2006 – Blue Mountain Flavors, an international flavor development company specializing in authentic meat and meat-like flavors, has recently received Halal Certification from the Islamic Food and Nutrition Council of America (IFANCA).

Halal, an Arabic word meaning “lawful” or “permitted,” is the dietary standard for Muslims. Halal Certification determines that food and consumable products are produced in conformance with the Standards of Halal and are wholesome and pure. Considerations include the type of animal and the way in which it was slaughtered.

The prospect of reaching 1.4 billion new customers worldwide was a major catalyst behind Blue Mountain Flavors’ latest product line expansion, said Bill Baugher, Ph.D, president.

“The Halal Certification will open up a number of new markets for us, both nationally and abroad. We see great potential in growing our business in Muslim countries in the Middle East, but also in the Philippines and Malaysia, where 80 percent of the population eats Halal. There are also a number of American food companies producing products for overseas markets that are interested in Halal-certified flavors,” said Baugher.

Pursuing the Halal Certification was a logical outgrowth of Blue Mountain’s kosher certification, which was achieved with STAR-K in 2003. Much of the inspection process is similar; however Halal prohibits all alcohol-based flavors.

Since none of Blue Mountain’s meat and meat-like vegetarian flavors contains alcohol, that requirement was not an issue. However, the IFANCA did place some naming limitations on Blue Mountain’s vegetarian pork-like and bacon-like flavors, even though they contain no actual pork, which is considered Haram or “forbidden” by Islam.

“We offer about 100 meat-like flavors that are kosher, Halal and vegetarian. Among those are a variety of beef and chicken flavors,” said Baugher.

(MORE)

FOR IMMEDIATE RELEASE

Ironically, vegetarian pork and beans, with a pork-like flavor, is a big seller in Muslim countries, where Islamic law forbids pork products, Baugher added.

Today, kosher products account for about 75% of Blue Mountain's total business. Baugher hopes that Halal will be equally lucrative.

"Customers like working with a single-source supplier. The more unique audiences I can serve, the more desirable our products will be," said Baugher. "Our kosher business actually brings in additional non-kosher business. Being able to offer Halal further extends the versatility of Blue Mountain's product line."

ABOUT BLUE MOUNTAIN FLAVORS

Headquartered in Kinston, North Carolina, Blue Mountain Flavors is an industry-leading international flavor development company specializing in product formulation, flavor matching, proprietary blending, contract manufacturing and custom packaging. The company is known for its unique, savory flavors created through advanced reaction technology, yielding authentic meat-like tastes and aromas. Blue Mountain also develops distinct proprietary flavors that are incorporated into consumer food products, in addition to selling its products directly to other flavoring and food processing companies. Blue Mountain operates two distinct production facilities for kosher/vegetarian and non-kosher products. For more information, please visit www.bluemountainflavors.com or call 252-522-1544.

ABOUT IFANCA

The Islamic Food and Nutrition Council of America, maintains its US headquarters in Chicago. IFANCA certifies Halal food production in over 20 countries around the globe; certifies products are sold in nearly every country of the world; and certifies products in all food industries, cosmetics, meat and poultry slaughter, packaging materials and chemicals. IFANCA has been recognized and endorsed by a number of religious and government organizations and accepted by all Muslim countries and Halal importing regions as a reputable Halal-certifying agency. For more information, visit the website at www.ifanca.org.

###