

Press Contact

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

Where's the Beef?

*Blue Mountain Flavors meets the needs of the meatless market
with kosher/vegetarian flavors*

KINSTON, NC, January 18, 2006 – Before 1980, kosher was practically a foreign word to most consumers outside of the Jewish faith. But the demand for kosher products has increased dramatically in the past 25 years, and has grown at an annual rate of 15 percent for the past several years, according to STAR-K, an international leader in kosher certification. Today, kosher holds its own as a consumer preference, with customers spending approximately \$165 billion on kosher products annually, with the majority (66%) of kosher food products consumed by non-Jews.

Bill Baugher, Ph.D., knows the power of kosher. His company, Blue Mountain Flavors, took the “kosher plunge” about 11 years ago and hasn’t looked back. Since 1988, the Kinston, NC-based company has developed and supplied meat and meat-like flavors to food processing and flavoring companies. The company’s kosher interest – and subsequent STAR-K kosher certification in 2003 – came as a direct result of growing customer requests.

Food industry analyst John McMillan with Prudential Bache Securities equates the “kosher seal” with the quality reputation of the *Good Housekeeping Seal of Approval* in the 1950s. Baugher equates it with success.

“The kosher market has created a substantial opportunity for our business. We pursued the kosher certification to satisfy our existing customers, but we’ve added many new customers as a result,” said Baugher.

“I’m constantly amazed by the requests we receive for our kosher flavors and from companies who want to work with us for contract manufacturing of their products in our kosher-certified facility,” he added.

Today, kosher products account for about 75% of Blue Mountain’s total business.

“Ironically, the kosher business is now helping to increase the non-kosher business,” said Baugher. “Customers want the convenience of a single supplier.”

(MORE)

FOR IMMEDIATE RELEASE

Kosher is an adaptation of the Hebrew word meaning “fit” or “proper,” and refers to food products that meet the dietary requirements of the Jewish Laws of Kashrus. Kosher certification guarantees that the food meets kosher requirements, which assure the source of the ingredients and the status of the production equipment. Under kosher law, certain foods may not be eaten; meat and dairy may not be eaten at the same meal; and animals must be slaughtered in a certain way. Kosher, however, does not require the food to be blessed by a rabbi, a common misconception.

Blue Mountain’s 100-plus kosher products include savory meat-like flavors such as sirloin, fried chicken and even bacon, as well as diverse offerings like maple, mushroom, roasted garlic, sautéed onion, smoke and jalapeno flavorings.

All of Blue Mountain’s kosher flavors are certified as kosher pareve – which means the meat products contains no dairy ingredients. Translated literally as “neutral,” kosher pareve is highly desirable by vegetarians, Muslims, Seventh-Day Adventists and individuals who are lactose-intolerant. And while kosher products can include meat, all of the kosher meat-like flavors that Blue Mountain produces are vegetarian, further increasing their versatility.

When the company first began its kosher operations, Blue Mountain alternated production every three months between kosher and non-kosher to maintain the standards required of a kosher production facility. Today, company operations occupy a 28,000-sq. ft. building complex on a three-acre parcel, with separate production facilities for kosher and non-kosher products. Recently, the company added a second facility for storage.

“The kosher product has become more versatile and valuable to people. I think of it as ‘one flavor for many purposes,’” said Baugher.

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.

###