



Fortified confectionery, a novel delivery system



- Easy to swallow – especially for elderly and children
- Perfect for large ingredient doses
- Gummies, soft chews

GELITA – Quality

! Benefits

Gelatine is a natural protein and has many functional properties that cannot be mimicked, such as gelling, aerating, film forming, water binding, potential to reduce sugar content and many more.

Consumer Benefits

- High compliance
- Pure protein
- Fat free
- Cholesterol free
- No carbohydrates
- Mouthfeel
 - unique melting profile
 - expected gummy elastic texture
 - flavor release
- Convenient, visually appealing, and all in an easily consumable form

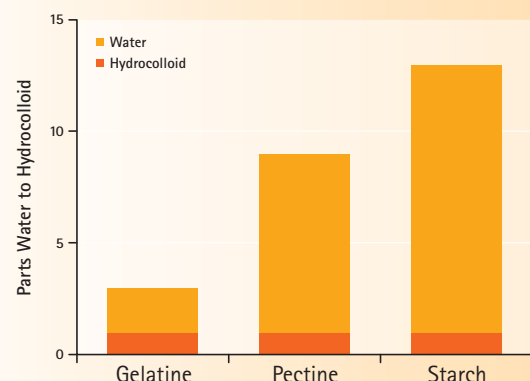
Technical/Production Benefits

- Excellent clarity
- Neutral odor and taste
- No additives needed for proper gel formation
- Requires less water than other hydrocolloids
- Can be processed at lower temperatures
- Easy to control throughout product process
- Flexible – easy to use in existing or new formulations

GELITA fortified confectionery !

- Natural
- Clean label
- Highly digestible
- Non-allergenic

GELITA Gelatine: Efficiency in Production



GELITA – Trendsetter

! Emerging trend

Fortified gummy products are widely popular in the U.S. They account for more than half of children's vitamin sales in the U.S. and continue to rise. This delicious type of delivery system offers a fun and exciting approach for children to receive active ingredients or special nutrients. And makes for a stress-free experience for parents!

Adults appreciate the palatable alternative to conventional applications particularly if they have difficulties swallowing.

Trends to Watch: Gummy vitamins and supplements for adults

Gummy products, for adults, was identified as one of the emerging trends to watch by Datamonitor.



*Source: Datamonitor; Vitamin and Supplement Focus:
Emerging Trends to Watch; October 2013*



GELITA – Know-How

Solutions






GELITA has been a key partner in the fortified gummy market since the beginning. With GELITA's specific technical expertise in fortified gummy delivery (whether vitamin enriched or with Bioactive Collagen Peptides®), GELITA's high quality gelatines are the right choice!

- Customized formulations
- Process support and optimization
- Analytical testing capabilities
- Joint development agreements
- Ongoing technical support

Specific collagen protein developments now allow challenging active ingredients to be applied in alternative delivery systems. Consider GELITA's compelling concepts and capitalize on the fortified gummy trend.



Solutions

OPPORTUNITIES	RESPECTIVE FORTIFIED GUMMY SOLUTIONS	
Beauty from within, Nutricosmetics	 VERISOL® Beauty from Within	for skin elasticity and wrinkle reduction
Joint health and mobility	 FORTIGEL® The Joint Health Revolution	for joint cartilage stimulation
High protein	 PEPTIPLUS® Performance Peptides	for natural protein enrichment
Bone health	 FORTIBONE® Collagen Matrix Stimulation	for bone stability and flexibility
Tooth friendly confectionery	Patented concept for low/no sugar gummies	
Tailor-made for your product ideas ... vitamins, minerals, fiber, Omega-3 and more.	 GELITA® GELATINE Versatile and Tailor-Made	for gummy application



OU Kosher Gelatine is available.