

## GELITA AG develops the first vegan gelling agent in leaf form

With an Agar-Agar gelling agent in leaf form, GELITA AG, the global market leader in gelatin production, based in Eberbach am Neckar in Germany, is presenting its customers with a world innovation. So far, the plant-based gelling agent Agar-Agar has only been obtainable in powder form, or as a mixture with other gelling agents. In a new production process, GELITA has now succeeded in bringing Agar-Agar into a standardized leaf form comparable with gelatin leaves. This form involves a large number of advantages when processed in food dishes. In future, users will not have to take into account unclear quantities such as “a teaspoon of” or complicated conversion calculations for different powder solutions. Each individual leaf has a precisely defined, identical gelling force and this thus greatly facilitates the dosing data in recipes. Consequently, disappointment about failed meals will belong to the past.



### Use in hot regions and for vegans/vegetarians

The classic gelling agent, gelatin in leaf form, partly reaches its limitations when it is processed in warm or hot regions. The unique advantage that gelatin products melt at body temperature can thus become a disadvantage in hot regions. Meals there have to be eaten very quickly after preparation before they melt away in the true sense of the word. Agar-Agar has a distinctly higher melting point and so the dishes remain stable for a longer time, even under hot conditions.

A further aspect is that a part of the population wishing to follow a vegan or vegetarian diet does not wish to do without popular dishes such as Panna Cotta, Mousse au Chocolat, or many others.

“In recent years we have looked into this matter intensively and triggered an internal technological development. It was clear to us that user-friendly products must be extremely easy to handle. That is why we have transferred the long-known benefits of the standardized leaf form to Agar-Agar,” says Dr. Franz-Josef Konert, Chairman of the Management Board of GELITA AG. “Our core business remains conventional gelatin, but we also want to satisfy the regional requirements and preferences of consumers and offer optimal solutions.”

### Product encounters great interest

The presentation of the new product is encountering great interest among potential customers, as consumer dissatisfaction with the Agar-Agar–powder products available on the market is very high.

After presentation of the concept, the firm DEKOBACK based in Helmstadt-Bargen in Germany was immediately enthusiastic and decided to include the AGAR leaf in its range. DEKOBACK is the leading specialist for bakery decorations and bakery accessories and intends to include the Agar-Agar leaf in its DECOCINO product line in the course of this year and sell it in German supermarkets. "When GELITA approached us with the concept, we were spontaneously enthusiastic. Now that our cooking and bakery experts have convinced us how extremely easy it is to handle and that it is always bound to succeed, we have decided to expand our DEKOCINO series," says Sascha Hohl, General Manager of DEKOBACK.

It is particularly worth mentioning that the cooperation arrangement between GELITA and DEKOBACK resulted through food.net:z, the Rhine-Neckar food network. Both companies are founding members and this is how they got to know each other – an A outstanding example of regional innovative force in the metropolitan region. In the next few months, GELITA will be presenting the Agar-Agar leaf not only to its existing customers, but also at international trade fairs.

## About GELITA

As market leader, the GELITA Group produces collagen proteins in 21 plants on all continents. These are in particular gelatins for the production of foods, pharmaceutical products and technical applications, as well as collagen peptides for the production of products against joint problems, for weight reduction and for cosmetic purposes. The Group Management of the GELITA Group is located in Eberbach, Germany. In 2018, the Group, with a workforce of 2,550, achieved a turnover of around EUR 696 million and thus consolidated its leading position on the world market. GELITA is an active supporting member of the Rhine-Neckar Metropolitan Region.

## Further information and contact

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