

Halal and Kosher Ingredients Meet Intercultural Trends

The Kosher Certification for dairy supply products and the Halal Certification for sweetened condensed milk are the latest addition to the extensive range of quality standards of WS Warmseiner Spezialitäten GmbH. Customer specific recipes, even halal and kosher, can be developed and produced for the food industry (producers of bakery products, confectionery, delicatessen and convenience food). "Consumer awareness and the demand for food that complies with religious traditions and laws is on the rise" is how Renate Wortmeyer, Marketing and Sales Manager, describes the current market situation. With these certifications the company from northern Germany can provide food manufacturers with a solid starting position for developing promising market areas.



Renate Wortmeyer is responsible for Marketing & Sales

Kosher Certification for dairy supply products

About 18 million Jews worldwide actively follow the religious laws on the preparation and consumption of food and drinks. Therefore the Kosher Certification in accordance with the Jewish dietary laws (Kashrut) is becoming more and more important, even for the production of dairy products.

All cream and yoghurt products made by WS Warmseiner Spezialitäten GmbH are certified according to kosher regulations. Lactose free supply products and dairy products based on native starch are also part of the product range available to innovative food industry customers. For the production of confectionery, bakery products, delicatessen, sauces, salads and convenience food, manufacturers can rely on customer specific intermediate products.

Wherever gelatine is part of the recipe, a substitute is used for kosher products. This procedure does not in any way affect the superior characteristics of the

yoghurt and cream products and the delicatessen for industrial processing.

Halal Certification for sweetened condensed milk

Recipes and supply products which comply with Islamic laws are now increasingly sought after by food manufacturers who want to be successful on the international growth markets. Sweetened condensed milk with various fat content levels, even caramelized (without added caramel) is the basic ingredient for trendy confectionery and pastries. Halal Certification is a recognition that the products are permissible under Islamic law and that these products are thus edible, drinkable or usable by Muslims (halal). With about 1.57 billion members, Islam is the second biggest religious community in the world, only second to Christianity.

As part of the certification procedure, the certification authority also takes a close look at the production lines and packaging. Technical alcohol, for

example, as an ingredient incorporated in the multi-layer bag-in-box packaging proved to be an obstacle for the Halal Certification. "The procurement of raw materials and supply products has become more of a challenge with the certifications in place" is how Renate Wortmeyer sums up the experience of the quality assurance team.

Innovative supply products dominate the product range

"It is the product and quality strategy of our company to recognize international food trends which we locate at an early stage by watching the market very closely" according to Renate Wortmeyer. The company can look back on more than 100 years of history, which is proof of the success of steady growth and a dedication to be innovative. More than 85% of the German delicatessen producers are supplied today. The consistent development of and expansion onto international export markets in the EU, Eastern Europe and Asia is pursued with determination. **Key No. 77259**



The heart of production: The sweetened condensed milk production line.

Photos: WS Warmseiner Spezialitäten GmbH