UPTO DATE
The Newsletter for GELITA Customers #47

Applications
Big Business!
More on page 22
Dear reader,

2020 is a year full of changes for GELITA – and not only because of Corona. At the end of December, our Chairman of the Executive Board, Dr. Franz Josef Konert, will go into well-deserved retirement. He has steered our company very successfully for eleven years. Under his leadership, GELITA has maintained and expanded its leading position in the world market. He is now passing the baton to Dr. Sven Abend, who previously worked for the Lonza Group and has been with us since November. Jan Christoph Teetz, who joined us from tesa SE, took over as CFO on the Executive Board in October 2020.

Our goal once again this year was to supply our customers reliably despite Corona and support them in every way possible. That we succeeded in doing so is thanks to all our employees who, with their tremendous discipline, commitment and passion, not only helped us to achieve this goal but also actively supported all the necessary measures in every respect.

All of us worldwide have experienced how it is when you can’t meet in person, privately but also for business. Next to no face-to-face presentations, no sales talks, no trade fairs, no events. We have also done all that was possible to compensate with digital concepts. In this way, we have partially “met” each other at digital trade fairs, webinars and, of course, in video calls. It turns out that a lot is possible, but particularly when it comes to presenting innovations, concepts or joint strategies, personal interaction is often missing. So at this point, I would like to repeat what GELITA has stated digitally quite often in the course of this year: “We miss you” and hope to see you again soon in person.

Corona has, however, also awakened our ambition in another respect: Together with Australian researcher Dr. Heather Shewan and manufacturer OzKleen, we are working on a cleaning agent that will kill COVID-19 viruses on surfaces over an extended period. A key ingredient of the surface cleaner is NOVOTEC® CB800 from GELITA.

Our new product VERISOL® F, which improves skin and hair structure, promotes nail growth and reduces cellulite, is also innovative. It is based on effective collagens derived from fish. This means that manufacturers can now address target groups that prefer not to eat meat for a number of different reasons.

We hope that you, too, have succeeded in mastering the unique challenges of 2020 and wish you an excellent start to a hopefully successful 2021.

Michael Teppner

Global VP Marketing & Communication GELITA AG
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An overview of the planned trade fair dates for 2021 is available at www.gelita.com/en/gelita-events
How do you design a successful trade fair in a time when neither visitors nor exhibitors can attend? This was the question facing almost all trade fair organizers worldwide in the Corona year 2020. Many of the long-scheduled events were quickly transformed into virtual events, in which GELITA also participated with a wide range of topics and formats.

Necessity is the mother of invention. After the initial shock of the global lockdown and great uncertainty about future developments, organizers around the world came up with alternative concepts for their trade fairs. Simply canceling the event was not an option for GELITA either. After all, trade fairs are among the most important communication tools for the company. “Here, we can address customers personally, arouse interest in new product concepts and present our innovations most convincingly,” says Oliver Wolf, Global Head of B2B Marketing at GELITA. And as a leading supplier of gelatin and collagen peptides, GELITA had some of them up its sleeve even in the crisis year 2020.

Customer acquisition also successful virtually

GELITA worked together with the organizers to convert the planned physical trade fair appearances into digital events in the shortest possible time. This was a real challenge, considering how many months of preparation are involved in internationally important shows. Nevertheless, many major fairs were able to take place with little or no delay. The “eShows” offered trade fair visitors numerous opportunities to obtain wide-ranging information on the latest products and topics with exclusive interviews, exciting presentations, live discussions, webinars and many other online formats.

“Virtual trade fairs are also an ideal instrument to inspire customers for our innovative product concepts.”

Oliver Wolf, Global Head of B2B Marketing at GELITA

On the following pages, you can find out more about GELITA’s participation in virtual trade fairs.

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Collagen peptides strengthen tendons and ligaments

Vitafoods Europe, which traditionally takes place every year in Geneva, was this year transformed into the Vitafoods Virtual Expo & Summit. GELITA presented the newest developments in Bioactive Collagen Peptides® during the digital event in September.

As the leading trade fair of the global nutraceutical industry, Vitafoods Europe typically attracts more than 24,000 visitors from over 110 countries every year. The event’s digital counterpart was attended by 13,662 visitors from all over the world.

As a sponsor of the micro-community “Sports Nutrition,” GELITA presented the innovative TENDOFORTE® solution at the trade fair. Suzane Leser, Director of Nutrition Communication, explained the importance of collagen solutions for the “white tissue” in the human body in a webinar. TENDOFORTE®, the latest collagen peptide brand from GELITA, consists of specific, optimized Bioactive Collagen Peptides (BCP®) that have been shown to have a positive effect on tendons and strengthen ligaments. With its unique mode of action, this clean label ingredient is particularly suitable for the booming sports nutrition market. For example, in sport bars and drinks, TENDOFORTE® can help strengthen tendons and ligaments, thereby accelerating regeneration after injuries.

GELITA also presented the Bioactive Collagen Peptides® FORTIGEL® and VERISOL® as part of a virtual exhibition and in chats and online meetings with experts. FORTIGEL® has a long proven track record as an ingredient that protects and helps to recover joint cartilage.

VERISOL® is a solution for the ever-growing market for beauty products. GELITA is opening up more and more fields of application for its customers with this product. In addition to skin and fingernails, the solution’s positive effect on health and beauty of the hair has now been proven. VERISOL® is therefore ideal for the production of beauty drinks or bars. You can find out more about Bioactive Collagen Peptides® at www.gelita.com/en/collagen-peptides

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Versatile possible applications
The perfect portfolio for sports nutrition

What are the most important market trends in the world of sports nutrition? This was the question addressed at the Sports & Active Nutrition Summit in September and October. The summit meeting of the sports nutrition industry was transformed into a four-week series of virtual events, in which GELITA AG, with its leading expertise in collagen, also participated.

In her online presentation, Suzane Leser, Director of Nutrition Communication at GELITA, offered valuable tips on building an optimal product portfolio for the sports and active nutrition market. GELITA’s recommendations are based on the fact that collagen is highly valued by both professional athletes and active end consumers, and that sales of products containing collagen are growing rapidly.

With TENDOFORE®, BODYBALANCE®, FORTIGEL® and FORTIBONE®, the collagen peptide specialist is continually opening up new opportunities for its customers to develop innovative products in the world of sports nutrition. One notable feature of GELITA’s solutions is that the ingredients’ effectiveness has been investigated and well documented in numerous scientific studies over the years. The manufacturers of sports nutrition are therefore able to demonstrably meet the needs of their target consumers. This is a powerful sales argument for demanding and increasingly critical consumer groups! You can also find out more about Bioactive Collagen Peptides® for sports nutrition in the current eBook “Faster, Higher and Stronger for Longer,” which you can download here on GELITA’s website: www.gelita.com/en/blog/ebook/faster-higher-and-stronger-longer

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The IFT in Chicago traditionally brings together the most talented and creative minds in food science to exchange ideas, learn from each other and make new contacts. GELITA used the virtual version of this important event to present new applications for gelatin in an exciting webinar.

Gelatin makes fat reduction possible

Gelatin from GELITA® has long been known for its remarkable sensory profile, texturizing properties and ease of use. But it can also make a significant contribution to reducing the calorie content of a wide range of end products.

GELITA gelatin can be used to reduce fat in yogurts, mousses, cream products or instant desserts – and still achieve almost any desired texture. In spreads such as margarine and butter, it even makes it possible to reduce the fat content to below 25%, and in cheese to as little as 40%.

Gelatin from GELITA can also improve a product’s shelf life and increase its freeze-thaw stability. But that’s not all: With gelatin, GELITA can also help food manufacturers enhance the crispness of wafers and cookies. As the possibilities are almost limitless, the gelatin expert supports his customers individually in developing new applications and formulations.

What used to be IFT is now SHIFT: This year, the Institute of Food Technologists (IFT) also transformed its trade fair into a purely online show. GELITA invited SHIFT2020’s virtual visitors on a sensory journey into the world of #AmazingGelatine and #AmazingCollagen.
Innovations for health

The second part of the webinar focused on GELITA’s collagen peptide portfolio. Collagen peptides are often only associated with nutritional supplements. However, Bioactive Collagen Peptides® from GELITA are also ideal for creating innovative functional foods. Drinks, bars and yogurts, for example, as well as many other products can be easily enriched with protein or supplemented with additional health benefits, as demonstrated in the webinar.

THE WEBINAR IN FULL LENGTH:
https://www.youtube.com/watch?v=2aeFC9JWrK8

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With the collagen peptide brands TENDOFORTE®, BODYBALANCE®, FORTIGEL® and FORTIBONE®, GELITA presented its ever-growing sports nutrition portfolio at FiE Connect. The specific Bioactive Collagen Peptides open up ever more innovative fields of application in this area. However, the collagen peptide specialist is also continually refining the technological advantages of its solutions. A good example of this is GELITA® HST – a technology that attracted considerable interest at the virtual expert sessions and online meetings of FiE Connect.

ST stands for Smart Technology and includes a new product portfolio of collagen proteins that facilitate the production of new, innovative final products on existing production lines. Not only do the new ST collagen proteins improve process performance and cost-effectiveness, but they also optimize product properties.

The product range consists of two groups: the ST products offer the physiological functions of collagen peptides, while the hybrid ST products have a higher bulk density. Both ST and HST products combine the physiological functions of collagen peptides with the gelling properties of gelatin in a single ingredient. An excellent example of the efficiency of GELITA’s Smart Technology, which has already been patented in several countries, is the production of high-protein gummies. HST products enable companies to produce bioactive beauty gummies with a protein content of up to 33% – including halal and kosher. Like all GELITA ingredients, ST products are also free of E numbers, i.e., free of allergens. They are therefore ideally suited for use in Clean Label production. You can find out more about GELITA’s HST products at www.gelita.com/en/blog/amazingcollagen/benefits-smart-collagen-peptides

“This year is different. And so are we.” With this motto the Food Ingredients Europe took place this year from 23 November to 4 December as FiE Connect on the Internet. In addition to the Sports Nutrition Range, GELITA also presented the smart solution GELITA® HST (Hybrid Smart Technology).
Exhibition special

Fi Europe
CONNECT
After more than a decade as CEO of GELITA, Dr. Franz Josef Konert is going into well-deserved retirement at the end of December. He has managed the company extremely successfully since 2010 and has advanced it for the benefit of customers, employees and shareholders. In an interview with up2date, he draws a positive conclusion about his time at GELITA and the company’s development.

Dr. Konert, you are leaving GELITA at the end of the year. What are your feelings about this?

Dr. Franz Josef Konert

I am leaving the company with a very positive feeling because I believe that I can look back on extremely successful years of my professional life. I had the opportunity to change a lot – and had to do so. I was able to shape and develop the company. GELITA is on a good course today and is fit for the future. Thanks to its healthy structure and capable, dedicated employees, the company is also equipped to meet future challenges.

Looking back on the past decade at GELITA, what makes you proud?

Dr. Konert

First of all, that we have succeeded in making GELITA sustainably successful and therefore securing jobs. Secondly, that we have man-
aged to become the world market leader. In China, we managed to make our commitment successful despite many hurdles that had to be overcome. In Mexico, GELITA has become the undisputed market leader there through the acquisition in 2012. I am also proud of the latest acquisition in Turkey, which has yet to be confirmed by the anti-trust authorities. I consider it especially gratifying that I have consistently managed to convince my colleagues at GELITA to implement the necessary changes.

One of the projects that was particularly close to your heart was "ONE GELITA"?

Dr. Konert
Yes, indeed, and it makes me very happy that we have been able to implement it successfully. Today, "ONE GELITA" is not just a sign in the foyer of our headquarters, but a lived corporate culture. GELITA operates as one company with a common goal and culture. Our customers also benefit from this, because today we are even more agile, powerful and efficient than ever before.

How well is GELITA coping with the Corona crisis?

Dr. Konert
At the beginning of the crisis, there was naturally a great deal of uncertainty in the company. Many employees were concerned about their health and job security. But our business model is very robust. Our products are in demand in both the food and the pharmaceutical industries, so the difficulty was more in maintaining the supply chains in order to be able to produce. We very quickly developed and implemented a hygiene concept that everyone rigorously complies with. Our staff has also shown great flexibility and extraordinary commitment in successfully mastering this exceptional situation and keeping the business running. So far, we have also come through the crisis very well economically. In fact, the 2020 financial year will be the best in GELITA’s more than 140-year history.

What do you wish GELITA for the future?

Dr. Konert
Of course, I wish GELITA continued success with the new Executive Board. Strategy 2030 is an important milestone in this regard. After a year of preparatory work, we have now reached the point where the project can be implemented. This will be the task of the new Executive Board and I am confident that the implementation will succeed.

What will you miss after you leave?

Dr. Konert
I will certainly miss the people at GELITA – here in Germany, but also internationally. I have always really enjoyed meeting employees from different cultures and getting to know their way of thinking. I will also miss being able to shape developments and make decisions in the future. The work at GELITA was challenging, and I found it exciting to inspire customers with new solutions and help shape market developments.

Do you have a personal motto in life?

Dr. Konert
Two guiding principles have always determined my actions. The first one is: You’re allowed to fall down, but you’re not allowed to stay down. Get up, dust yourself off and carry on – that is my motto. I have experienced one or two severe setbacks in my professional life. These can either break you or make you grow. I have always chosen the latter. My second motto, I would say, is authenticity: Always stay true to who you are and never deny where you come from. I behave accordingly, anything else would be acting.

What are your plans for the time after GELITA?

Dr. Konert
To be honest, I don’t have any specific plans yet, but I have established a few procedures. First and foremost, I would like to adapt to the rhythm of my family, for whom my retirement will entail certain changes. Another big topic is sport and fitness – both have fallen by the wayside in recent years. I’m looking forward to having more time for running, playing tennis and skiing again in the future – if it is at all possible this winter because of Corona. I would also like to write a book, that is a matter close to my heart. I am keen to pass on my entrepreneurial experience, for example, as a “business angel” for small start-up companies. I would really enjoy supporting young, committed people with good ideas, advice and practical help.

“THE 2020 FINANCIAL YEAR WILL BE THE BEST IN GELITA’S MORE THAN 140-YEAR HISTORY.”
On 1 November 2020, GELITA appointed Dr. Sven Abend to the board. As of 1 January 2021, he will succeed Dr. Franz Josef Konert, who is retiring.

Dr. Abend was most recently COO of the Lonza Group, responsible for the Specialty Ingredients division. He was also a member of the Executive Board. After starting at GELITA, the 52-year-old will initially focus on the handover so that he will be well prepared to take over the helm at the start of the year.

The talks and discussions that the new CEO has already conducted confirm his first impression: “GELITA offers enormous potential for sustainable and profitable development as a company and for growing with a sense of proportion. The passionate water sports enthusiast reacts optimistically to the challenges currently facing GELITA:

“I know that a boat can move swiftly even in unfavorable winds. It always depends on the crew.” Dr. Abend is enthusiastic about his new team. He praises the openness of the people at GELITA, their extraordinary expertise, forward-looking orientation and the will to further their development.

Dr. Sven Abend will be appointed CEO of GELITA AG on 1 January 2021.
Jan Christoph Teetz has been in charge of finance on GELITA’s Executive Board since 1 October 2020. There, the new Chief Financial Officer (CFO) plans to set the course for continued corporate growth.

He likes to take time for spontaneous conversations, and describes himself as inquisitive and approachable. CFO Jan Christoph Teetz appreciates contact with people as much as he does dealing with complex issues. As a graduate industrial engineer, the 52-year-old feels he is in the right place in his position at GELITA. “With my economic-technical background and my experience in previous positions, I feel well equipped to work in a globally active industrial company like GELITA.”

Jan Christoph Teetz previously worked as Chief Financial Officer for more than 10 years at tesa SE, a company of the Beiersdorf Group specializing in self-adhesive product and system solutions. What attracts him to GELITA is the broad spectrum of applications and products. He is looking forward to helping shape the company’s further expansion.
Innovation

Cleaning and protecting with NOVOTEC® CB800

NOVOTEC®
Clean Technology
Together on the quest for the Corona killer

- NOVOTEC® CB800 forms an active protective layer
- OzKleen product is proven to kill viruses
- Combination shall enable long-term effects

Since the beginning of the Corona pandemic, scientists around the world have been working at full speed to develop effective COVID-19 vaccines. Meanwhile, Australian researcher Dr. Heather Shewan, together with GELITA and OzKleen, is taking a different approach to fighting the virus. The idea: a cleaning agent that kills COVID-19 viruses on surfaces over a long period.

“As long as we are still waiting for the approval of an effective vaccine against COVID-19, minimizing the risk of infection is crucial,” says Mark Quinn, Managing Director of the Australian detergent manufacturer OzKleen. “Hygiene is currently the best way to protect ourselves from infection and to contain the further spread of the virus.” Dr. Heather Shewan from the University of Queensland agrees. Together with OzKleen and GELITA, she launched a research project to develop an innovative surface cleaner to combat the COVID-19 virus. “We aim to develop a cleaning agent that not only kills viruses as soon as it is first applied to a surface, but which also releases an active antiviral agent as soon as it comes into contact with moisture such as droplets from coughing or sneezing,” the researcher reports.

>
Mint Kleen proven effective against COVID-19

A vital ingredient of the future surface cleaner will be NOVOTEC® CB800 from GELITA. This is an innovative cleaning solution based on functional proteins from GELITA, which is already being used successfully in a variety of cleaners in Germany and the USA. “Our partner OzKleen has already proven that its surface cleaner Mint Kleen kills COVID-19 viruses effectively,” reports Josh Hemelaar, Vice President Sales for the China/APA region (Australia) at GELITA. “Our research with NOVOTEC® CB800 will now focus on extending the effectiveness of this cleaner and also on providing active virus protection for as long as possible after its application.”

NOVOTEC® as the basis for a moisture-regulated release protective layer

Dr. Shewan had previously also had good experience with NOVOTEC® CB800 in another project. “GELITA asked me to investigate the ability of NOVOTEC® CB800 to form a surface film in combination with surfactants and to help clean glass surfaces with water,” the researcher recalls. During this study, she discovered that the NOVOTEC® layer on the surface could be dried and easily rehydrated. Dr. Shewan therefore believes that NOVOTEC® CB800 can be used as a carrier for biocidal compounds that remain in place and rehydrate as required, for example, when someone coughs or sneezes on a surface. “I hypothesize that collagen hydrolyzate acts as a hydrophilic layer that prevents viruses from adhering to surfaces,” says Dr. Shewan. “If this layer is moistened, it rehydrates and can release an active antiviral agent in the process.”

Virus protection for many weeks

The new cleaning agent could make an essential contribution to the fight against Corona and other viruses. After all, there are currently very few products offering antibacterial or antiviral protection that remain effective on surfaces for more than just a few minutes. The new surface cleaner, in contrast, should stay active for 24 hours or even longer so that the surfaces remain largely virus-free even between cleaning cycles. “Our objective is to create a protective layer that makes an effective contribution to safety in public spaces for weeks or even months after cleaning,” says Hemelaar. The joint research project by Dr. Shewan, OzKleen and GELITA is therefore also being funded by the Australian state of Queensland as part of the “Advanced Queensland Industry Research Fellowships.”

The program was opened explicitly for projects that contribute to the fight against Corona. Initially, the cleaner currently under development will be used primarily on all hard surfaces in highly populated areas such as public spaces. These include public transportation, airplanes and airports as well as schools, shopping malls and stadiums. However, Dr. Shewan also sees possible applications in private households as well as in food production and the hospitality industry. Mark Quinn of OzKleen, comments: “Our goal is to add the new product to our range in two years at the latest and make it available to all supermarket customers.”

You can find out more about NOVOTEC® CB800 on the Internet at: www.gelita.com/en/products/gelatine/novotec-cb800

THE NOVOTEC® EFFECT:
NOVOTEC® makes surfaces water-attracting.

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Watch a video here on how NOVOTEC® CB800 works:
https://www.youtube.com/watch?v=1CaVpBdkzgc

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[20]
Dr. Heather Shewan is researching a cleaning agent that kills COVID-19 viruses on surfaces over the long term.
SuperConvenienceFood: GELITA collagen peptides pave the way for innovative bars

- The global market for bars is booming
- PEPTIPLUS® enables sugar reduction and protein maximization
- Bioactive Collagen Peptides® make bars a health product

Everyone loves bars. Whether as sweets, nutritional supplements or snacks, as a source of protein or energy: cereal and protein bars are highly popular with consumers worldwide. GELITA supplies innovative ingredients that give this versatile trend product important technological and functional advantages – thus opening up entirely new market opportunities for bar manufacturers.

The global market for bars is booming. Data from Euromonitor indicates average annual growth of 7% for protein and energy bars and 3% for muesli bars until 2024. Demand is increasing for products with a focus on health and nutrition. GELITA recognized this trend early on: “Today we offer our customers a wide selection of special collagen peptides as ingredients for innovative bar recipes,” says Sophie Brand. As an application specialist at GELITA, she is responsible for the development of innovative concepts and new forms of application in the field of collagen peptides.

Sugar reduction made easy

Brand mentions PEPTIPLUS® as an example. “Our PEPTIPLUS® collagen peptides are perfectly suited to produce the ideal binder for cereal bars. The special feature here is that where previously a lot of sugar or syrup was required as a binding ingredient, the concentration of sugar can now be significantly reduced. “With PEPTIPLUS®, manufacturers can reduce
GELITA collagen peptides

- Clean Label (no E-numbers)
- High bioavailability
- Allergen-free food
- Scientifically proven effectiveness
- Excellent safety profile

SuperConvenienceFood:

GELITA collagen peptides pave the way for innovative bars the sugar content of a typical cereal bar from around 20–30% to just 5%,” explains Sophie Brand. The texture of the bars is not affected in any way. Since PEPTIPLUS® is available in different viscosity grades, low-viscosity (LV), high-viscosity (HV) and ultra-high-viscosity (UHV), bars can easily be produced with all the desired properties. “With PEPTIPLUS®, our customers can offer consumers delicious sugar-reduced cereal bars with homogeneous, special and high-quality textures,” says the application specialist.

Ideal for added protein

PEPTIPLUS® is also an ideal ingredient for the production of protein bars with a high protein content. “Bars with protein contents of 40% and more that also have a soft, homogeneous texture can only be produced with the help of collagen peptides,” Brand explains. PEPTIPLUS® is suitable for formulations with a protein content of up to 55%. “With the variant PEPTIPLUS® LV, it is even possible to produce bars with a protein content of 64% that have a first-rate texture,” says Sophie Brand. “This formulation is currently attracting significant interest from our customers.

Fresh for longer thanks to PEPTIPLUS® LV

Another important aspect: PEPTIPLUS® can help keep high-protein bars fresh for longer. “We are currently investigating this with bars that have a 64% protein content and contain PEPTIPLUS® LV,” says Brand. “Stability studies show that the bars retain their texture and softness for many months. Furthermore, the dimensions of these bars also remain unchanged, which indicates that they retain their shape over time. It was also found that a coating of couverture further improves the bars’ durability. With PEPTIPLUS®, manufacturers can guarantee the freshness of their protein bars over the full typical shelf life of 12 months.”
PEPTIPLUS®
Collagen Protein

GELITA’s recommendation for CEREAL BARS

Ideal viscosity for outstanding textures

PEPTIPLUS® LV
(low viscosity)

PEPTIPLUS®

PEPTIPLUS® HV
(high viscosity)

PEPTIPLUS® UHV
(ultra high viscosity)

GELITA’s recommendation for PROTEIN BARS

PEPTIPLUS®

PEPTIPLUS® LV

BIOACTIVE COLLAGEN PEPTIDES®

PROTEIN CONTENT PER BAR

40 % 55 % 65 %
Innovative concepts for nutrition bars

In addition to PEPTIPLUS®, with its technological advantages, GELITA also offers bar manufacturers functional ingredients. “Our Bioactive Collagen Peptides” make the bar a convenient form of administration for ingredients that are beneficial to health,” explains Sophie Brand. GELITA has developed concepts for this purpose that enable bar manufacturers to meet a wide range of consumer needs. These include specific collagen peptides for the health of muscles and tendons, skin, hair and fingernails, as well as bones and joints. “Our solutions have been tested in numerous preclinical and clinical studies to confirm both their positive effects and their safety,” Brand emphasizes.

All of GELITA’s Bioactive Collagen Peptides® can be easily incorporated into functional bars. One conceivable example is a fruit-flavored “bioactive beauty bar” containing 2.5 grams of VERISOL® for hair and skin beauty. A “bioactive sports bar” with caramel-peanut flavor and 5 grams of TENDOFORTE® would be the perfect snack for athletes on their way to training or even between training sessions. Bars with FORTIGEL® are also possible for applications in the field of joint health, for example for older people who want to remain active and mobile.

GELITA – source of ideas and development partner

“All of GELITA’s Bioactive Collagen Peptides® can be easily incorporated into functional bars. One conceivable example is a fruit-flavored “bioactive beauty bar” containing 2.5 grams of VERISOL® for hair and skin beauty. A “bioactive sports bar” with caramel-peanut flavor and 5 grams of TENDOFORTE® would be the perfect snack for athletes on their way to training or even between training sessions. Bars with FORTIGEL® are also possible for applications in the field of joint health, for example for older people who want to remain active and mobile.”

“’The possibilities our collagen peptides offer are almost limitless,’ says Brand with conviction. For example, the technological advantages of PEPTIPLUS® can also be combined with the functional properties of the Bioactive Collagen Peptides”. GELITA offers valuable support in product development. The company sees itself as more than just as a supplier of ingredients. It also contributes its proven expertise based on many years of experience in determining which ingredient and which recipe can be used to produce a particular bar optimally.

Sophie Brand, application specialist for collagen peptides at GELITA in Eberbach

“Our ambition is to offer customized solutions,” summarizes Sophie Brand. “Rather than supplying one ingredient for all, we provide very specific solutions for each customer’s requirements.”

GELITA – source of ideas and development partner

Find out more about PEPTIPLUS®:

Further information on our Bioactive Collagen Peptides:

READ MORE IN THE EXPERT BLOG:
https://bit.ly/3oVlRt0

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Leading through collagen peptides

TENDOFORTE® – more about the successful concept: www.gelita.com/en/products/collagen-peptides/tendoforte
Malaika Mihambo was successful in school and youth long jump competitions since her early childhood. “After winning the U20 and U23 European Championships, she successfully moved on to the adult arena,” reports her coach Ralf Weber. From 2014, however, Malaika’s further development was repeatedly hampered by minor injuries. In early 2016 she suffered from patellar tendon problems in both knees. Nevertheless, after months of conservative therapy, she managed to qualify for the Olympic Games in Rio de Janeiro. “By finishing fourth and setting a personal best of 6.95 meters, she only just missed out on a medal there,” Weber recalls.

In 2017, a foot injury almost meant the end of her career. However, the injury was healed in several months of conservative therapy. Malaika regained her Olympic performance level and won the title of European Champion 2018: “After this victory, we knew that Malaika had both talent and willpower enough to succeed at the 2019 World Cup,” says Weber. “The challenge now was to further raise her performance level by building up her strength and increasing her speed.” In training, Malaika’s muscles soon began to improve. However, her connective tissue structures, such as her tendons, failed to adapt to the strain and tended to become overexerted quickly. Malaika had to reduce the intensity and effort of her training.

**Top form with Bioactive Collagen Peptides**

“A fellow coach then recommended that I try TENDOFORTE® because of the positive experiences he had had with it,” explains Weber. Malaika began supplementation with the recommended daily dose of 10 grams of TENDOFORTE® in April 2019. “I got the impression that her ability to recover and her resilience in training improved as a result.” The athlete was able to increase her strength significantly and the intensity of her training and preparation for the World Cup 2019 went largely without any problems. Ralf Weber says: “Malaika was able to reach a level of performance in 2019 like never before. With a personal best of 7.30 meters, she finally won the world championship title in long jump! Another great double success: Malaika was named Sportswoman of the Year, and Ralf Weber Coach of the Year.

In addition to TENDOFORTE®, GELITA also offers other products for athletes. You can download a detailed guide on Bioactive Collagen Peptides® as an eBook from the GELITA website: www.gelita.com/en/blog/ebook

Other coaches and the top athletes they train have also had the same positive experience as Ralf Weber (see case study in up to date issue 46). They regularly use TENDOFORTE® to strengthen tendons and ligaments, reduce the risk of injury and promote faster regeneration after injuries.

**READ MORE IN THE EXPERT BLOG:**

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Collagen from fish is something more and more manufacturers are asking for. Until now, however, this kind of peptide failed to achieve the desired effects. Now GELITA has succeeded in developing an effective version with VERISOL® fish.

Fish collagen is particularly interesting because it enables manufacturers to address target groups who do not eat meat for nutritional, ethical or religious reasons. This type of peptide has previously been criticized for not delivering the promised benefits. The reason for this might be the differences between collagens from fish and those from mammals similar to humans. This prompted GELITA to develop effective collagens derived from fish for VERISOL® – with success, as a recent study shows.

The name already gives it away: VERISOL® F is a fish-derived version of the well-known VERISOL® peptides traditionally obtained from mammals like pigs or cattle. The Bioactive Collagen Peptides® contained in VERISOL® have a positive effect on the skin’s appearance. This is not only apparent in fewer wrinkles but also in an improved skin structure and with it a reduction in cellulite. VERISOL® also promotes nail growth and improves hair structure. Several clinical studies with around 500 participants over the past ten years have repeatedly demonstrated this.

Positive effect thanks to VERISOL® F

Now a new study confirms that VERISOL® F supplements can be as effective as those containing mammalian collagen. The randomized, placebo-controlled study from the University of Kiel’s Dermatology Clinic in Germany in 2020 shows that the daily intake of five grams of GELITA collagen peptides derived from fish significantly improves skin elasticity and reduces wrinkles after only four weeks. After eight weeks, an even more precise result was observed among the 50 to 70-year-old Asian and Caucasian participants. The positive effects continued for four weeks after the ingestion of VERISOL® F. The results of the study apply only to VERISOL® F from GELITA and cannot simply be transferred to other fish-based collagen products.

You can find more about VERISOL® F here: www.gelita.com/en/blog/amazingcollagen/verisol-f-fishing-best-results

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VERISOL® F is a fish-derived version of the well-known VERISOL® peptides.

New opportunities for manufacturers

• New effective collagen from fish
• Reach new target groups
• GELITA supports the development of products with Bioactive Collagen Peptides®
GELITA® leaf gelatin – endless culinary possibilities

Leaf gelatin from GELITA:
- Pure natural product
- No fat
- No carbs
- No cholesterol
- No preservatives
- No additives
- Odor-free and neutral in taste
- Easy to use
- Excellent results

More information at: www.leafgelatinc.com or in the blog #AmazingGelatine
Leaf gelatin has a wide range of properties: It can be used to bind and gel liquids or transform them into a solid mass. Alternative products usually only perform one of these tasks really well. Using leaf gelatin is very simple: soak, allow to swell and dissolve. Even tiresome weighing is unnecessary; only the required number of sheets needs to be counted. And because gelatin is entirely odorless and neutral in taste, it can be used for sweet as well as savory dishes. It thus opens up an infinite variety of culinary possibilities – at home as well as in commercial kitchens.

Gelatin is a purely natural product – which is why it is also well received by consumers who are critical in their choice of food and who increasingly opt for products with low fat, sugar and calories. Leaf gelatin is therefore fully in line with the trend because it contains neither preservatives nor other additives and is free of fat, carbohydrates and cholesterol. With a protein content of up to 90%, leaf gelatin is a valuable source of protein and contributes to a conscious and healthy diet. Classified as a foodstuff, gelatin does not count as a food additive with an E-number. As a result, gelatin meets the requirements for Clean Label products, among others. Allergy sufferers can also safely consume gelatin, as it doesn’t trigger any known allergies.

As the global market leader for collagen proteins, GELITA has more competence in leaf gelatin than any other company. The entire production facilities are state of the art and comply with the most stringent quality standards: GELITA controls the leaf gelatin quality throughout the manufacturing process, including physical-chemical and microbiological analyses. For professional use GELITA leaf gelatin is available in different leaf weights, with each leaf providing the same gelling power. They are all suitable for both private households and professional users.

Particularly healthy: leaf gelatin with collagen
GELITA is the only company in the world to have developed leaf gelatin with collagen for very health-conscious, sporty and active people. The product, enriched with 10%, can be used just like classic leaf gelatin.

Small difference, big effect: red leaf gelatin
Strawberry cake looks even better when the glaze is made with red leaf gelatin. Desserts with red fruits also look even more fruity. This is why GELITA developed red leaf gelatin as the only company on the market. A natural colorant is added during production, which differs from colorless leaf gelatin only in appearance.

The vegetable alternative: the agar-agar leaf VEGIGEL®
With VEGIGEL®, GELITA has created the world’s first vegan gelling agent in sheet form. This means that unclear instructions such as “one teaspoonful” are a thing of the past because each single leaf has a precisely defined gelling power. The agar-agar leaf extracted from red algae is neutral in taste and odor and can also be processed in very warm regions without any problems because it has a much higher melting point than classic leaf gelatin and remains stable for a long time even at hot temperatures.

Meeting everyone’s requirements: halal/kosher leaf gelatin
The certified halal and kosher version of leaf gelatin is made from 100% beef. This enables GELITA also to supply customers who do not wish to use classic leaf gelatine for religious or ethical reasons. There are no differences in its application.

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Big leaps thanks

Just like we humans, pets suffer from the wear and tear of joints and the associated pain. Thanks to PETAGILE®, however, dogs and cats can remain mobile into old age – and as a recently published study shows, horses also benefit from the Bioactive Collagen Peptides®.

Over 20% of dogs older than a year suffer from osteoarthritis. 90% of cats older than seven years show signs of joint degeneration in x-ray examinations. And osteoarthritis is the cause of lameness in horses in more than 60% of cases. Many pet owners do everything they can to help their pets stay mobile and healthy. With PETAGILE®, GELITA has developed an innovative ingredient for keeping animals’ joints healthy. The specially optimized Bioactive Collagen Peptides® (BCP®) promote joint cartilage regeneration and counteract the wear and tear of joints caused by age and stress. In this way, the oral supplementation of PETAGILE® can help maintain joint health and keep pets mobile for longer.

PETAGILE® keeps horses on their toes

Numerous studies have already confirmed the effectiveness of PETAGILE® in dogs. Now a placebo-controlled study shows how the Bioactive Collagen Peptides® can improve the quality of life for horses with mild to moderate osteoarthritis (Dobenecker et al., 2018). A total of 38 private horses with an osteoarthritis diagnosis were available for the trial at two different study sites. They received either a placebo, 25 or 50 grams of PETAGILE® daily for 12 weeks. The respective treating veterinarian performed an orthopedic examination as well as a flexion test and assessed lameness, turning pain, stride length and swinging arch at the beginning of the study and again after six and twelve weeks.

Data from the horses at both sites were evaluated together. After six weeks, an improvement was observed in the animals receiving 50 grams of PETAGILE®. After three months, a clearly superior effect was confirmed when 50 grams were administered. The evaluation showed a highly significant reduction in lameness (Dobenecker et al., 2018). The whole course of treatment was also evaluated by the horse owners: more than 80% of them were convinced that taking PETAGILE® had a positive effect on osteoarthritis in their horse. Both mobility and the joy of exercise were significantly increased by supplementation with PETAGILE®.

FIND OUT MORE ABOUT PETAGILE® HERE:

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Big leaps thanks to PETAGILE®

PETAGILE® improves the quality of life of our best friends:

- Bioactive Collagen Peptides® have been proven to stimulate the metabolism in joint cartilage
- Pure non-allergenic collagen protein for Clean Label products

The 50 g dosage per day shows superior effectiveness and a strong effect (Dobenecker et al., 2018)

Effect size

Degree of lameness

(Dobenecker et al., 2018)
The market for sports nutrition is growing tremendously. These days, it is not only highly active recreational and professional athletes training at least every other day who are turning to Bioactive Collagen Peptides® (BCP®) from GELITA. More and more people are demanding products that support their healthy lifestyle and cover their increased requirements for collagen peptides. This is why GELITA is continuously working with partners and customers on innovative product concepts – and sharing this knowledge in webinars and virtual events.

Own GELITA webinars

The first two webinars devised by GELITA for sports nutrition took place in July and September 2020. Partners from all over Europe took part. The webinars focused on innovative product solutions with collagen peptides from GELITA. Thanks to their diverse technological properties, the Bioactive Collagen Peptides® can be combined with other food ingredients such as vitamins and minerals for a wide range of food applications. Both webinars serve as models for further virtual seminars and events worldwide. One of them already took place in South America in November.

Product concepts included

Collagen solutions for white connective tissue were the focus of the webinar at the Vitafood Virtual Expo & Summit 2020 in early September. Muscles do not exist in isolation. An enormous amount of physical strength emanates from strong joints, tendons, ligaments and muscle fasciae with collagen peptides. The webinar at the Vitafood Virtual Expo & Summit 2020 in early September demonstrated that the Bioactive Collagen Peptides® are relevant for every type of sport and showed which diet is best for the white connective tissue. In addition, the difference between collagen hydrolysates and Bioactive Collagen Peptides® was explained, insights into the science were provided and athletes’ practical experience was reported. A big plus for the participants: they were able to leave with several finished product concepts.

Top tips and extra service

What is the optimal portfolio for sports and active nutrition? At the Sports Nutrition Summit at the end of September, GELITA shared its top tips on how manufacturers can maximize their chances on the market and meet the needs of both top athletes and active nutrition consumers. For example, the almost 900 registered participants discovered more about the differences in collagen peptides and which applications and concepts have proven themselves in practice. They also had the opportunity to download the new eBook, in which GELITA has summarized the experience of top athletes with Bioactive Collagen Peptides®. Many of them were delighted to take advantage of this extra service.

The volume of collagen products raises several questions for end customers and experts alike. At the Food Matters Live in October, GELITA therefore provided information about the nutritional properties of collagen. In a virtual lecture, GELITA addressed the role of collagen in sports nutrition, reported on the importance of bioactive peptides and the associated potential and explained the different types of collagen.

GELITA on air

It doesn’t always have to be a virtual presentation or a webinar: Suzane Leser, Director of Nutrition Communication at GELITA, gave the Australian company ATP Science an interview that was recorded as a podcast. Among other things, Leser spoke about the comprehensive scientific work with which GELITA exploits the advantages of Bioactive Collagen Peptides® and about the previously underestimated properties of collagen as a source of protein.

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I would like to thank for the webinar, which you prepared and which was very inspiring and interesting. We already received very nice positive feedback.

Thank you very much for the webinar! It was a lot of knowledge in one place. Good job!
Firmer, better moisturized skin, fewer wrinkles: With QYRA®, GELITA Health offers a dietary supplement that is as effective as it is easy to use - and which is now even more attractive with a new innovative dosage form and a new brand image.

GELITA Health doesn’t just manufacture successful products; it also supports customers with its marketing. For example, GELITA Health designed modern, high-quality packaging for QYRA®. It also developed a suitable digital marketing toolkit including key visuals, templates for print and online ads, study results and sales arguments. With just a few clicks, distribution partners can easily download the desired photos and information. This enables them to address their end customers in a more targeted and effective way in future. The brand presence is rounded off by a new website that provides comprehensive information about the effective nutritional supplements, and is intended to make QYRA® even better known.

QYRA® focuses on ready-to-consume

GELITA Health is responding to the ready-to-consume trend with a new, innovative form of administration. QYRA® is now available as a direct granulate: QYRA® Fastmelt doesn’t need to be dissolved in water like powder sticks but can be taken directly. The fine-grained granulate melts immediately in the mouth and is easy to swallow. This makes QYRA® Fastmelt ideal for those who are on the road a lot. The formula consists of the collagen peptide VERISOL®, supplemented with vitamin C, biotin and the trace element zinc. QYRA® is still available in tablet form, as ready-to-drink vials and powder sticks.

New look and new website for QYRA®:
www.qyra.de

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The 100% pure protein in ShapeUp® has been proven to reduce fat mass, increase muscle mass and, when combined with regular strength training, increase muscle strength. Until now, ShapeUp® from GELITA Health was only available in 450-gram cans. For the daily dose, 15 grams are measured with a dispensing spoon and dissolved in a cold or warm drink or yogurt. Now ShapeUp® is available in ready-to-eat portions: Each sachet contains the exact amount for daily use. Measuring is no longer necessary. This is particularly convenient for anyone who is often out and about or traveling. You can now simply take the required number of sachets with you. GELITA Health is also launching a redesigned website to coincide with the launch of the new ShapeUp® administration form: it features lavish photos that reflect the target group’s active lifestyle.
GELITA assumes responsibility

As a globally active company, GELITA also assumes social responsibility. Supporting and promoting people and improving their quality of life is firmly anchored in GELITA’s corporate DNA. Here are a few examples.

33% fewer work-related accidents
Employee health is a top priority for GELITA: from 2016 to 2019, the number of work-related accidents fell by about 33%.

100 social projects
GELITA helps: in 2019, GELITA participated in more than 100 projects and initiatives worldwide to help people in need, support selected institutions or promote young people.

18% more employees
The GELITA family is growing: from 2016 to 2019, the company’s workforce increased by around 18% to more than 2,500 employees.

Innovations promote sustainability

GELITA is committed to being a sustainable company. This is why the collagen protein specialist invests a great deal of effort in all areas to produce in an environmentally friendly way, to conserve natural resources and to contribute to climate protection. With considerable success, as the recently published sustainability report impressively documents.

2019 was a very successful year for GELITA. The company managed to increase its production volumes while at the same time developing all the environmental key figures relating to a specific production volume in a positive way in terms of sustainability. For example, it has succeeded in reducing energy consumption by 16 percent in the past three years. As energy consumption per ton of manufactured product has decreased, so have carbon dioxide, nitrogen oxide and carbon monoxide emissions. GELITA was equally successful in reducing freshwater consumption and waste prevention.

The basis for this success is innovation at all levels. For example, GELITA systematically invests around the globe in the development of environmentally friendly production processes, in energy-efficient manufacturing equipment and in new technologies for wastewater treatment. Almost all GELITA sites worldwide are now certified according to the international environmental management standard ISO 14001. In addition, an energy management system complying with ISO 50001 has been launched at all German sites. Despite the additional challenges posed by the COVID-19 pandemic, GELITA intends to continue its progress in the area of sustainability this year.
Despite Corona, this year’s GELITA Trail Marathon took place on 4 October in Heidelberg. The M3 event organizers developed a convincing hygiene concept that made it possible for 500 participants to start in the best running weather.

The 50-kilometer Salomon Long Distance Trail, held for the second time, was won by defending champion Nikki Johnstone with a time of 3:45:57. In the women’s race, Heidelberg native Joanna Zukowska-Kasprszyk (5:25:18) was the first to cross the finishing line of the track, which has an altitude difference of more than 2,000 meters. Markus Mingo (3:11:24) won the 42-kilometer GELITA Trail Marathon against strong pursuers. Debutant Merle Brunnée from Heidelberg won the women’s competition in 3:35:11.

Anyone wishing to follow the exciting competitions of the national trail elite from home was able to watch a live stream on the website www.trailmarathon-heidelberg.de. The results of all runs can now be found here.
Know-how as a download: eBooks from GELITA

Many GELITA ingredients open up completely new opportunities for food and pharmaceutical manufacturers to develop product innovations or improve existing ones. With a new range of eBooks, the company provides in-depth background knowledge so that customers can appreciate the added value of GELITA solutions and derive maximum benefit from them.

How do you dose collagen peptides in a sport bar to strengthen tendons and ligaments? How can smart collagen peptides simplify manufacturing processes? Why are gelatin capsules more sustainable than the currently hyped vegetable HPMC capsules? GELITA AG answers these and many other questions about its solutions with a new series of eBooks available for free download on GELITA’s website.

“The electronic guides are a new communication tool with which we want to achieve an even higher level of quality in customer information,” explains Oliver Wolf, Global Head of B2B Marketing at GELITA. The eBooks therefore contain far more than just product information. For example, GELITA explains in detail the nutritional background of Bioactive Collagen Peptides®, provides new ideas for innovative applications with a variety of product concepts and presents scientific studies in which the effectiveness of the ingredients has been proven. “The eBooks are also intended to showcase our comprehensive expertise,” adds Wolf. “We not only supply ingredients but also offer valuable support for the customer from product development to ingredient formulation and production.”

Just published are the 18-page eBook “The White Tissue” on the subject of sports nutrition and the eBook “Hard Capsules,” which compares gelatin and HPMC capsules.

You can find the GELITA eBooks here: www.gelita.com/en/blog/ebook
Recipe for success: webinar on leaf gelatin

She is considered the best confectioner in Mexico. For GELITA, Paulina Abascal held a webinar on the advantages and use of leaf gelatin.

The free webinar took place in September. An incredible 1,300 participants registered for the two and a half hour event. “To make sure the webinar went smoothly, the participants had half an hour beforehand to ask all kinds of questions,” says Jamie Godoy, Marketing Manager Central America at GELITA about the organization. Paulina Abascal explained the advantages of leaf gelatin. Together with confectioner and chocolatier Luis Vigil, she used recipes to show what delicacies can be conjured up with the product. The webinar was designed for hobby cooks and bakers as well as for professionals. “The overwhelming majority of the participants had never used leaf gelatin before. Nevertheless, most of them followed almost the entire webinar,” says Godoy.

The success of the event was demonstrated in several ways: 35% more leaf gelatin was sold in e-commerce in September than in the same month last year. Total e-commerce sales even rose by 60%. And in the so-called HORECA (hotel/restaurant/catering) market, GELITA achieved growth of 10%. GELITA México's Facebook page registered 344 new followers and more than 9,000 interactions. The response on Instagram was similarly impressive. "The webinar was extremely successful. We will continue to work with Paulina Abascal in 2021 and publish new recipes, interviews and articles,” concluded Jamie Godoy. You can check out the recipes from the webinar on the next page.

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Paulina Abascal on GELITA® leaf gelatin:

“I highly appreciate the quality of GELITA® leaf gelatin. No other manufacturer offers an ingredient that is odorless, taste-free and so transparent. I use leaf gelatin to enhance dishes that I want to taste particularly good. One of the advantages is that you only need to count the sheets rather than weigh them, and soaking them goes much faster. It is also effortless to use and gives food a unique texture. I have been working with GELITA ingredients for more than 20 years and they are always my first choice.”
At home and in the kitchen

Harlequin Charlotte

Sponge cake base

**Ingredients**
- 50 g sugar
- 35 g grated almonds
- 55 g butter
- 90 g egg whites
- 1 ½ teaspoon baking powder
- 30 g flour
- 1 tablespoon grated orange peel
- 5 ml vanilla extract

**Preparation**
Mix the flour and baking powder in a bowl. Melt the butter and add to the sugar, stir and gradually add the almonds, orange peel and vanilla extract. Mix in the egg whites completely, then add the flour and stir in. Bake in a round dish at 180° C for 20 minutes.

Raspberry mousse

**Ingredients**
- 10 gelatin leaves
- Water for soaking
- 210 ml whipped cream
- 350 ml raspberry puree
- 100 g egg whites
- 200 g sugar
- 1 teaspoon tartar baking powder

**Preparation**
To make the Swiss Meringue, mix egg white and sugar in a bowl, add tartar baking powder and stir. Place the bowl in a warm water bath and beat the mixture with a whisk until the sugar dissolves and the egg white becomes stiff. Remove from the water bath.

Soak the gelatin leaves in water and squeeze them out, add some raspberry puree and allow to melt in the microwave. Mix the remaining puree into the meringue. Carefully add some raspberry/meringue mixture to the gelatin mixture to even up the temperatures. Then pour the gelatin into the meringue mixture and fold in together with the whipped cream until the mixture is homogenous.

Assembling and decorating the Charlotte

**Ingredients**
- 5 pieces of thin white chocolate flakes
- 300 g red fruits (raspberries, strawberries, blackberries, blueberries, etc.)
- Pink sugar pearls and mint leaf
- 1 length of fabric ribbon
- Ladyfingers
- Whipped cream
- Sponge cake base

**Preparation**
Put the sponge base on baking paper, place a cake ring around it, and pour in the raspberry mousse. Place in the refrigerator. Once the mousse is firm, remove the ring, spread the edge with some whipped cream, place the ladyfingers around it and fix with a ribbon. Pour whipped cream on the surface of the Charlotte and cover with fruit. Decorate it all with the sugar pearls, chocolate and mint leaf.
Strawberry cheesecake with cream

**Ingredients**
- 200 g cream cheese
- 100 ml milk
- 150 ml whipped cream
- 200 g sugar
- 180 g strawberries
- 70 g sliced strawberries
- 40 g semi-dark chocolate 60 % or 70 % in pieces
- 7 gelatin leaves
- 70 g cinnamon cookies, crumbled
- 15 g butter

**Preparation**
Soak gelatin in cold water and put aside. Add the cream, milk, sugar, cream cheese and strawberries to a bowl and heat in the microwave or a water bath. Puree with a hand blender and then press through a sieve. Squeeze out the soaked gelatin, add and stir until a homogenous cream consistency is achieved. Line a dish or bowl with the strawberry slices. Add a little of the cream. Sprinkle cinnamon cookies and chocolate pieces over it, put aside for seven to ten minutes. Then add another layer of cream, cookies and chocolate and leave to stand. Repeat this until the dish is filled. Refrigerate for two hours.

Three chocolate gummies

**Ingredients**
- 28 leaves gelatin
- 150 ml water
- 387 g condensed milk
- 675 g cream (12 % fat)
- 11 whipped cream
- 200 g white chocolate
- 200 g milk chocolate
- 200 g semi-dark chocolate

**Preparation**
Soak gelatin in 150 ml of water. Heat the condensed milk and cream to 70°C in the microwave. Heat the gelatin in the water until it melts and stir into the hot cream-milk mixture with a hand blender. Stir in the whipped cream very slowly. Ideally, set aside for 24 hours. You can also further process it straight away, but this will change the texture and the mixture will not be as creamy. Divide the milk-cream mixture into three equal portions. Heat (no hotter than 40°C) and work the white chocolate into one portion until the chocolate melts. Stir with a mixer until a homogenous mass is formed. Work the milk and dark chocolate into the other portions of the milk-cream mixture in the same way. Pour part of the white chocolate mixture into a glass bowl or silicone mold. Refrigerate for seven minutes. Then alternately pour the milk cream, semi-bitter cream, and white chocolate mixture into the mold. Place the bowl in the refrigerator before each new layer. When pouring a new layer, make sure the mixture is not warmer than 30°C, otherwise the layers will mix. Allow to cool, overturn or serve in the mold.