

Ganeden Biotech And Cornelius Health And Food Team Up To Bring Probiotic Innovation And Quality To The Food Industry

The Branded Probiotic, GanedenBC³⁰, Travels to the United Kingdom, Poland, France and India to Extend Health Benefits To All

CLEVELAND, OH (August 2, 2011) – The probiotic ingredient GanedenBC³⁰[®] will now be available in the United Kingdom, India, Poland and France as a result of its new partnership with Cornelius Health and Food. The partnership provides the innovation, quality, safety and functional benefits Ganeden Biotech and its branded probiotic, GanedenBC³⁰, offers while leveraging Cornelius' experience with marketing and distributing nutritional ingredients around the world.

As a company known for identifying and creating solutions for consumers' needs, Cornelius saw teaming with Ganeden as a great opportunity due to market trends and new product development. Cornelius plans to promote and raise awareness for the Ganeden brand in various food industries, such as bakery, confectionary and dairy.

Cornelius will support GanedenBC³⁰ with its technical experts along with a customer service and supply chain team that has more than 50 years of extensive experience and success with a variety of leading ingredient brands. To position and present GanedenBC³⁰, a Food Concept Laboratory will also be used to ensure all aspects of Cornelius' supply chain are met and are at the highest standards of quality.

Both Ganeden and Cornelius saw this partnership as an opportunity to strengthen and grow the Ganeden brand through Cornelius' associations and involvement with outside resources. As a way to stay engrained with the food industry, Cornelius stays active with the Chemical British Association (CBA), European Association of Chemical Distributor (FECC) and key Health and Food Industry Associations (HFMA) to keep intact with the latest developments in the market.

GanedenBC³⁰ benefits both the digestive and immune systems because of its unique probiotic characteristics. Since 2008, GanedenBC³⁰ has been included in more than 40 food and beverage products throughout the world.

The composition of GanedenBC³⁰ (*Bacillus coagulans*, GBI-30, 6086) differentiates itself from other probiotics with its ability to survive manufacturing processes, shelf life, stomach acids and intestinal bile. This allows GanedenBC³⁰ to be incorporated in a variety of foods ranging from frozen yogurt and baked goods to hot cereals and confections. The strength of GanedenBC³⁰ can be linked to its naturally occurring layer of organic material that protects the genetic core of the bacteria. Other probiotic strains, such as *Lactobacillus* and *Bifidobacterium*, are unable to form this protective layer, making them vulnerable to failure in a variety of manufacturing processes.

Ganeden's vision to continually develop new, innovative and patented technologies and applications will translate to Cornelius' goal to provide products that are leading today's functional food and beverage markets.

About Ganeden Biotech

Founded in 1997, Geneden Biotech is based in Cleveland, Ohio, and is at the forefront of probiotic research and innovative product development with GenedenBC³⁰®, its patented, probiotic ingredient. GenedenBC³⁰ can be found in more than 50 foods, including popular brands like Red Mango frozen yogurt and ice teas, Naked Pizza pizza dough, Heartland Sweeteners Nevella with Probiotics, and R.C. Bigelow's Herb Plus Tea. For more information on the probiotic GenedenBC³⁰ and licensing opportunities for food and beverage applications, visit ganedenlabs.com.

About Cornelius Health and Food

Founded in 1935, Cornelius is a Pan-European distributor of specialty chemicals, representing innovative suppliers from around the globe. Cornelius offers a vast array of specialist raw materials to support product development in the Cosmetics, Personal Care, Health and Food, and Pharmaceutical markets.

Cornelius Group is not simply one of the leading distributors of specialty chemicals—it's a vibrant and energetic business that has identified how using its own Research and Development facility, alongside highly skilled technical staff, has added value to our suppliers and customers alike.

Identifying new markets, sourcing new global suppliers, adopting the highest standards possible and harnessing technology to best effect doesn't happen by chance; neither can it be delivered without a workforce committed to delivering a service where being 'good' is never enough!

For information about Cornelius, visit <http://www.cornelius.co.uk/>.