

Press Release



[Daelia's Biscuits for Cheese](#) are certified Halal

Cincinnati, Ohio October 2012- [Daelia's Food Company, Ltd.](#) is certified Halal by [INFANCA](#) in addition to the kosher certification that it has had since the product's launch. Halal Certification is the process of having a qualified independent third party supervise the production of food and beverages, attesting that they were produced in conformity with the preparation and ingredient standards of the halal lifestyle. After successful adoption and performance of halal productivity procedures, the supervisory third party then issues Halal Certification to the producer attesting to halal conformity on a per product basis. While halal requires foods to be wholesome and pure, Halal Certification has left the issue of food safety to the government regulatory bodies.

"We were prompted to obtain the certification because we were exporting to Malaysia and our customer required it. We believe that it is also an attribute that many of our American customers desire. There are 1.4 billion Muslims in the world and 2.6 million in the USA and that number is growing. We want to be inclusive of this population" Says Maria Walley of Daelia's Food Company.

The packages for Malaysia have the Halal symbol printed on them. The USA packages have only the kosher symbol for now. Daelia's will be examining how to incorporate this certification into its packaging and marketing materials in the future.

The market for halal-certified products is huge and growing. It includes the 1.4 billion Muslims worldwide and many millions of health-conscious non-Muslims who chose to eat halal-certified products because these products are inherently clean and manufactured in a compassionate manner with respect to the treatment of slaughtered animals. (When animals are slaughtered in a less compassionate manner, hormones and toxins from fear and shock are released into the respective bloodstreams of the animals; these hormones and toxins find their way into the musculature and taint the aft-consumed meat with unnecessary ingredients.) There are over 9 million Muslims in North America, over 20 million in Europe, over 300 million in Africa, nearly 200 million in the Middle East and over 800 million in Asia.

Daelia's Biscuits for Cheese are all natural made with nuts, seeds and dried fruits and are sold in specialty stores, upscale grocery stores and cheese shops in USA, Canada, Japan and Malaysia. They are made in small batches and complement fine cheeses. They are available online at [lgourmet.com](#). Daelia's Food Company also makes [Beer Flats Crackers](#).

Daelia's Food Company, Ltd.
313 Hilton Place
Cincinnati, OH 45219
513-221-4322
www.daeliasbiscuitsforcheese.com