



# HALAL WATCH WORLD

THE GOLD STANDARD



## **DOCUMENT REGISTRATION REPORT**

Kestrel Growth Brands, Inc. dba Singing Dog Vanilla

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# COMPANY BACKGROUND

**Halal Watch World LLC** is a halal certification limited liability corporation based in the state of New York, and has operated in the certification industry since 1990. HWW is an organization that stands upon the trust of the Muslim public, and believes that it is imperative that their trust never be jeopardized. We maintain standards to the highest degree of scrutiny and perform regular audits for the protection of our constituents.

Halal Watch World understands that halal certification is a communal obligation (فرض كفاية), meaning, at least one person of the community must uphold it. If no one takes up this responsibility, the entire community bears a burden of sin. Therefore, we must be extra diligent with this effort. We realize the seriousness of the matter and understand the dire consequences of not filling this duty to the fullest capacity. God explains this to us in the Holy Quran by His statement:

***“And say not concerning that which your tongue says falsely: 'This is Halal and this is Haram,' so as to invent lies against Allah. Verily, those who invent lies against Allah will never prosper...A passing brief enjoyment (will be theirs), but they will have a painful torment.”***

*[Al Quran] 16:116-117*

HWW ensures to the best of its ability a high level of authenticity is upheld. This allows them to gain the trust of the Muslim community, and garner strong relationships with companies who produce, process, and distribute halal products at all levels. By this, they are able to offer halal producing company's guidance and consultation on the direction of their processes and products, while ensuring that Islamic dietary standards are always maintained and monitored. Muslims can use this information in order to make well informed decisions about what they choose to eat.

**Legal Filings:** Halal Watch World holds registered trademark number 4728733, and Department of State (New York) number 4814343. Halal Watch World is also a registered halal certifying organization with The Department of Agriculture and Markets of New York State (See supporting documentation).

We begin in the name of God SWT



# CERTIFICATION CONSIDERATIONS

There are 4 main factors taken into consideration when determining the halal status of a product:

## **Is the product/ingredient Halal Aslan (by default)?**

If the product is Halal by default, then there will be no ingredient investigation conducted. An audit of the HPF (Halal Product Facility), facility related documents and product identification documentation will however, still be required.

## **Is the product/ingredient Halal certified via another organization?**

If another organization certifies the product as Halal, then it is incumbent upon us to perform a *tahqeeq* (verification) certification of the establishment. We must be able to ascertain that the certifying body is competent and capable of determining the status of such products. In the event that we are unable to gain this information, our organization must inspect the location of production before certifying.

## **What is the Risk Assessment of the Facility?**

Each HPF (Halal Product Facility) must be assessed and assigned an appropriate level of risk. Each facility is graded according to assessed risk. As risk increases, guidelines, restrictions, and measures become more stringent. Risk is determined according to the products present in the facility, product and process management, and the equipment utilized for processing. Any product/s made with or derived from the items mentioned below would be considered Haram:

1. Human derived ingredients
2. Pork
3. Donkey (excluding the Onager)
4. Animals with fangs or talons (Carnivorous)  
(Excluding Hyena and Fox according to school of thought)
5. Animals not slaughtered according to Islamic ritual rites
6. Carrion
7. All forms of filth (Najis) i.e. Urine, Excrement, Blood, Pus, Vomit, etc
8. Insects (other than locusts)
9. Animals fed with more than 50% of any of the above without being fed on a pure diet for a stipulated number of days (The Jallaalah)
10. Any intoxicants
11. Anything toxic or harmful to the body (such as cigarettes)
12. Anything processed, made, produced, manufactured, and/or stored using utensils, equipment, and/or machinery in contact with

any of the above that have not been cleansed according to standards which remove contaminants.

### **HiRF: High Risk Facility**

Any facility that utilizes item/s listed above or a derivative thereof within the HPF and processes both halal and haram products using indifferent tools, machinery, or utensils. Thus, HiRF's by nature involve contaminants in some way in its processing.

### **MeRF: Medium Risk Facility**

Any facility that processes both halal and haram products using segregated tools, machinery, or utensils to the exclusion of items listed above. Facilities that process any of these items, even if segregation methods are employed, are to be deemed HiRF's.

### **LoRF: Low Risk Facility**

Any facility that does not process haram products on or inside of the premises.

As mentioned earlier, in relation to each risk level there are guidelines, restrictions and measures in place for the avoidance of contamination. Before any facility or any product made in said facility can be considered Halal suitable or certified Halal, these guidelines will have to be strictly adhered to.

Regarding contamination, products cannot be cooked upon or within the same utensils without proper cleansing. This means that any liquid substance that interacts with non-halal products becomes contaminated. This includes oil, and other wet cooking surfaces. Thus, if a vat of oil is used to cook non-halal products (which is considered as filth), it cannot be used to cook Halal products without contaminating it.

## **Are there any contents in the product that contain impermissible ingredients?**

We refer to the list of impermissible consumables on the previous pages. If the product under audit is found to contain any of the ingredients on the ban list, these products cannot be considered as halal, unless said ingredients are replaced with halal suitable alternatives.

# Client Details: Kestrel Growth Brands, Inc. dba Singing Dog Vanilla

## FACILITY PROFILE

Kestrel Growth Brands, Inc. dba Singing Dog Vanilla. Here are some things you should know about us: Yes, we know it's a silly name. Yes, people wondered why on earth we would name a vanilla company after a dog. Yes, we like vanilla-related puns like "vanillaverse" and "vanillatude." But don't let our light-hearted approach fool you—when it comes to vanilla, we take things seriously.

<b>Client Details</b>	
<b>GENERAL INFORMATION</b>	
Total Number of Products:	5
Total Number of Ingredients:	7
<b>SUPPLIER OVERVIEW</b>	
Supplier 1:	Enimiro LLC
Supplier 2:	Elan Inc.
Supplier 3:	Selina Naturally
Supplier 4:	Tripper Inc.

## PRODUCT INFORMATION

<b>Product Name</b>	<b>HWW Product ID</b>
Vanilla Beans	MR340_PC2278
Organic Ground Vanilla	MR340_PC2279
Organic Vanilla Bean Specks	MR340_PC2280
Vanilla Salt	MR340_PC2281
Organic Vanilla Coconut Palm Sugar	MR340_PC2282

## **PRODUCT PROFILE**

### **Vanilla Beans**

#### **Vanilla Beans (MR340\_PC2278)**

Gourmet vanilla beans

- **INGREDIENTS:**
- INGREDIENT 11795 | Vanilla Beans (Enimiro LLC)

## **PRODUCT PROFILE**

### **Organic Ground Vanilla**

#### **Organic Ground Vanilla (MR340\_PC2279)**

Organic Ground Vanilla

- **INGREDIENTS:**
- INGREDIENT 11796 | Organic Ground Vanilla (Enimiro LLC)

## **PRODUCT PROFILE**

### **Organic Vanilla Bean Specks**

#### **Organic Vanilla Bean Specks (MR340\_PC2280)**

Organic Vanilla Bean Specks

- **INGREDIENTS:**
- INGREDIENT 11797 | Organic Exhausted Ground Vanilla Beans (Elan Inc.)

## **PRODUCT PROFILE**

### **Vanilla Salt**

#### **Vanilla Salt (MR340\_P2C281)**

Vanilla Salt

- **INGREDIENTS:**
  - INGREDIENT 11798 | Celtic Sea Salt (Selina Naturally)
  - INGREDIENT 11799 | Organic Ground Vanilla (Enimiro LLC)

## **PRODUCT PROFILE**

### **Organic Vanilla Coconut Palm Sugar**

#### **Organic Vanilla Coconut Palm Sugar (MR340\_PC2282)**

Organic Vanilla Coconut Palm Sugar

- **INGREDIENTS:**
  - INGREDIENT 11800 | Organic Coconut Palm Sugar (Tripper Inc.)
  - INGREDIENT 11801 | Organic Ground Vanilla (Enimiro LLC)

## **CLEANING METHOD**

### Description:

#### Procedure:

1. Spray machine with water and wipe with new paper towels.
2. Inspect glass overflow jugs for chips or cracks in neck area. If found, follow procedure for broken glass and replace jug.
3. Fill 5 gallon bucket to fill line with warm water and add ¼ cup bleach.
4. Use test strip to check that chlorine level is 100 – 200 ppm
5. Set up machine and run until glass overflow jug is full and discard mixture.
6. Repeat step 5.
7. Fill clean bucket with fresh warm water.
8. Set up machine and run until glass overflow jug is full and discard mixture.
9. Repeat step 8 and check water in overflow with residual chlorine test strip to make sure level is less than 5 ppm. If not, repeat step 8 until it is.
10. Empty all container and lines of water residue.
11. Mark date of cleanout on F-242-006 Cleaning Log noting the old lot number in the “Lot Number #1” column and the new lot number in the “Lot Number #2” column.

Frequency: When changing lot numbers.

## **VENDOR ASSESSMENT**

<b>Vendor</b>	<b>Raw Material</b>	<b>Pass/Fail</b>	<b>Status Recommendation</b>	<b>Ingredient Source</b>
Enimiro LLC	Vanilla Beans	Pass	HALAL_ASLAN	PLANT
Enimiro LLC	Organic Ground Vanilla	Pass	HALAL_ASLAN	PLANT
Elan Inc.	Organic Exhausted Ground Vanilla Beans	Pass	HALAL_ASLAN	PLANT
Selina Naturally	Celtic Sea Salt	Pass	HALAL_ASLAN	MINERAL
Tripper Inc.	Organic Coconut Palm Sugar	Pass	HALAL_ASLAN	PLANT

## **TESTING METHOD**

The following tests are performed for the production facility: N/A.

## **DOCUMENTATION**

<b>Category</b>	<b>Results</b>
Legal Business Documents	<b>PASS</b>
Proof Of Purchase	<b>PASS</b>
Pest Control	<b>PASS</b>
Water Report	<b>PASS</b>
Traceability Plan	<b>PASS</b>
Flowchart of Processing	<b>PASS</b>
SSOP (Standard Sanitation Operating Procedure)	<b>PASS</b>
Recall Plan	<b>PASS</b>

# CONCLUSION

Client was cooperative and compliant with all relevant documentation requests. All documentation has been analysed during this review. Kestrel Growth Brands, Inc. dba Singing Dog Vanilla's product/s are deemed to be Halal compliant and suitable.

**Based upon this information, the review team hereby recommends Halal certification for all products mentioned in this report.**

My signature below is a testimony that the information provided herein is factual to the best of my knowledge.

## **REVIEW AGENT:**



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Tameem Allie

**Technical Review Analyst**

## **APPROVED BY:**



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Sh. Darweesh Muhammad

**Certification Committee Chair**

**Date: March 20, 2025**