

Colouring Foods - Vivid, Natural Fruit Colour Solution



Rubini

- Spray dried fruit extract of elderberry
- Intensive dark red colour



Citrini

- Spray dried concentrate of carthamus
- Yellow or ochre colour



Use Natural Colour to Align with Clean Label

Artificial food colours have a long history of negative public attention, particularly since the 2007 UK 'Southampton Study', which identified a link between six artificial food colours and hyperactivity in children. Food colours need to deliver a safe and natural image, or risk being phased out of the food and drink product development. This has driven the demand for food ingredients that provide intrinsic colour, such as colouring foods.

Use Natural Colour as a Guide for Nutrition and Health

The Eat with your Eyes era has driven demand for 'colourful plates', and eating a 'rainbow of colours' could help broaden our nutritional intake. Food producers could use food colour-coding to help guide consumers towards a balanced and nutrient-rich diet. For instance, the American Heart Association has developed visual guides based on the colour of foods to help consumers eat a healthy, balanced diet.

