COLORING FOODS
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A cleaner alternative to natural colors shows strong growth.

WELL-BEING BY NATURE

The demand for natural colors in the food and beverage market continues to grow. As part of this trend, coloring foods are a cleaner alternative for color and are becoming increasingly important. Consumer demand in terms of transparency, naturalness and trustworthiness is on the rise. Many consumers are looking for shorter labels, featuring simple, yet familiar ingredients. Coloring foods can answer this demand while providing an effective color solution.

What are Coloring foods?
They can be defined as food ingredients derived from fruits, vegetables or edible plants that go through minimal physical process, in which coloring substances are not selectively extracted.

Since “coloring foodstuffs” are food ingredients they should be labeled according to the same principles applying to all other food ingredients, that is by their well known name (e.g. Turmeric) and listed on the label according to their relative position in the foodstuff.

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Volume growth of coloring foods: +1.5% between 2014 and 2015, up to 2% growth expected between 2017 and 2018.

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Coloring foods are most often used in sugar confectionery, dairy and ice cream applications.

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Coloring foods are also used in beverage concentrates (powder and liquid) and carbonated soft drinks which showcased the highest growth between 2012 and 2016: +200%.

Source: Euromonitor, Mintel

NATCOL Position Paper on Coloring Foods.
CLEANCOLORSTM : WE GROW YOUR COLOR SOLUTION.

Cleancolors™ is an extensive range of high-performance coloring foods based on Diana’s strong expertise in agronomy and product formulation to create a clean label benefit that is immediately recognizable by consumers.

Backwards integration ensures trust and sustainability

With more than 30 years of experience in color, Diana Food has gained a unique expertise in the growth and selection of products from nature. Our team of agronomists works closely with seed producers and farmers worldwide to provide the best raw materials in order to obtain high-pigment juices.

Diana Food’s sustainability program called Diana Green has a strong focus on the purchasing policy, responsible sourcing and full traceability. The aim of this approach embodies Diana Food’s long-term vision and showcases three different levels of sustainability excellence: Jade for trusted suppliers, Emerald for sustainable partners and Diamond for differentiation providers. All Diana Food products are Jade by default.

Minimal transformation process

Our physical transformation process is in line with the “Guidance notes on the classification of food extracts with coloring properties” and keeps the integrity of the raw material:

- No alcoholic extraction
- No chemical complexation or chemical denaturation
- No selective extraction

Example

Diamond red beetroot juice concentrate

Beetroots used in Diamond red beetroot juice concentrate come exclusively from direct contracts. Diana Food ensures those beetroots are produced in a sustainable way and choose to go beyond sustainability for this truly differentiating product.

Key end-use markets for Coloring foods
**What is the difference between a natural color and a coloring food?**
When sourced from nature, colors are obtained by selective extraction of the pigments relative to the nutritive or aromatic constituents of the source material and are considered color additives; therefore, they bear an E-number and must comply with the specifications defined in the legislation.

Coloring Foods are food ingredients from fruit, vegetable or edible plant in which coloring substances (i.e. pigments) are not selectively extracted. They offer several key benefits, such as a clean label solution with food ingredients rather than food additives. The minimal physical process they undergo keeps the integrity of the raw material, also preserving nutritive properties.

**Where can I find the European guidelines for coloring foods?**
They are featured in the Guidance notes on the classification of food extracts with coloring properties. These guidelines define exact criteria for the differentiation between coloring foods and color additives.

**How do I label coloring foods?**
In Europe, coloring foods are considered full-part ingredients, not food additives — even if used for a coloring purpose and are labeled as ingredients, for example “purple carrot juice concentrate.”