

*A pinch of
trendy purple*



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PLANT BASED DRINK WITH ORGANIC COLOUR

REASONS TO BELIEVE

- Research shows that Europe is leading the way in terms of organic food and drink innovation, as nearly a fifth of all food and drink products launched carry an organic claim. In the last decade, the number of launches shot up from 9% to 17%.
- Consumers, particularly younger generations feel increasingly concerned by the planet. Traceability, ethics and environmental impacts are influencing purchasing decisions.

COMPOSITION

CC00310034 – Organic purple carrot juice concentrate – 0.28%
RD00720035 – 100% Organic strawberry powder – 0.60%
618889 – Natural strawberry flavouring – 0.18%
312261 – Natural forest fruit flavouring – 0.03%

KEY PRODUCT BENEFITS

- Our organic purple carrot juice concentrate brings a vibrant and standardised pink/purple colour to the pale plant based drink, transforming the oat drink into an enticing natural beverage.
- The natural and sustainably sourced strawberry and purple carrot ingredients enhance the 'better-for-you' perception of the drink.



dianafood

Let's get in touch

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This recipe card is intended to industry professionals. It is the responsibility of each manufacturer to verify the compliance of the final product's labelling and communication indicated on the finished foods to be delivered as such to the consumer with respect to the applicable local legislation.