

NEW GENERATION OF CAPCOLORS® ORANGE ENABLES CONVERSION TO STABLE AND NON-ARTIFICIAL COLORATION IN THE BEVERAGE MARKET



Consumers all over the world are demanding natural ingredients in the products they consume. Within the beverage industry, many manufacturers are responding by removing artificial colors but costs and stability issues can create barriers against this change. With the launch of the CapColors® Orange 057 WSS colorant, Chr. Hansen now offers an affordable and high performing encapsulated beta-carotene product for beverage manufacturers looking to overcome these barriers.

The orange shade constitutes one of the largest color segments in the beverage industry and it is an essential attribute in juices, nectars and carbonated soft drinks. With beta-carotene being the most common non-artificial orange color, it is also a shade that that poses a range of chal-

lenges in the form of added costs, compromised product performance and application complexity.

Typical issues when using non-artificial color emulsions in the final application are color shifting and the appearance of neck ringing, and in production, poor dispersion and dissolving are common issues. Chr. Hansen's new CapColors® Orange colorant solves these issues using its proprietary encapsulation technology, which makes the product robust to light, heat and ringing, while dispersing and dissolving quickly thanks to its easy-to-use liquid form.

Eric Jouenne, Technical Industry Manager in Chr. Hansen's Natural Color Division, says: "Helping customers move to non-artificial solutions is our job and with this new colorant, we have removed several of the barriers

that our customers often face. These significant improvements along with a cost-in-use that is lower than other beta-carotene solutions, means that moving into non-artificial colors will no longer have a major impact nor on product performance nor on cost".

Chr. Hansen is a global bioscience company that develops natural ingredient solutions for the food, nutritional, pharmaceutical and agricultural industries. The products include cultures, enzymes, probiotics and natural colors, and all solutions are based on

strong research and development competencies coupled with significant technology investments. Revenue in the 2013/14 financial year was EUR 756 million. The company holds a leading market position in all its divisions: Cultures & Enzymes, Health & Nutrition and Natural Colors. It has more than 2,500 dedicated employees in over 30 countries and main production facilities in Denmark, France, USA and Germany. Chr. Hansen was founded in 1874 and is listed on NASDAQ OMX Copenhagen.



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