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Introducing a new range of oil soluble coloring foodstuffs

Five new solutions from Chr. Hansen that can be blended into almost any shade

Consumer awareness in Clean Label is growing(1). The snacking industry is reinvigorating itself both in terms of new product development and

consumer expectations, and this momentum will continue to grow. As eating and drinking habits among adults change, manufacturers place more focus on the ingredients used in formulation and the production process(2).

Perhaps it is no surprise then that ‘coloring foodstuffs’ – or ‘fruit, plant and vegetable concentrates’ as they are also known – are used in nearly 30% of European confectionery and ice cream product launches(3). Coloring foodstuffs are sourced from nature and are minimally processed with no chemical alteration. They are classified as an ingredient with coloring properties instead of an additive, so the ingredient list remains clean, transparent and easily understandable.

That is why Chr. Hansen is now launching a new oil soluble coloring foodstuffs range. We want to help manufacturers reach the next level of naturality for their brands and meet these consumer-trends for clean label solutions – whilst at the same time creating innovative and vibrant colors that consumers have also come to expect.

“We are really excited to bring this wide range of color solutions to the market – globally. It is our goal to help manufacturers meet the increased demand from consumers for color ingredients sourced from nature. The five new oil soluble colors can also be blended to create new and unique colors that best match the manufacturers’ brand, and consumers’ expectations for what that food should look like,” explains Jakob Dalmoose Rasmussen, Global Marketing Director for Chr. Hansen Natural Colors.

Innovation creates new expectations

Fueled by the Social Media trend of sharing pictures of food, it is perhaps more true than ever to say that we ‘eat with our eyes’. Brands are motivated to create new and unique shapes and designs, as well as novel and vibrant colors, to deliver food that is ‘worthy’ of consumer praise and social media posts. Innovation has made these developments possible(4).

“New and unusual flavors are increasingly popular in Europe. With this comes the need for vibrant colors that match the consumer expectation of that flavor. Our new oil soluble products are also easy to blend, providing an even wider palette of color solutions and the opportunity to develop your own unique color blend”, adds Jakob.

Meeting your need for colors from natural sources

The new oil soluble range can be used in confectionery, ice cream coating, savory snacks and fat filling for biscuits. Our oil soluble range now includes five new coloring foodstuffs – blue, pink, red, yellow and brown – as well as two new natural colors – a non Cu Chlorophyll green and a non caramel brown. The full portfolio provides the widest range of oil soluble colors sourced from nature in the industry today.

Lotte Jeppesen, Technical Industry Manager at Chr. Hansen Natural Colors, has worked on the development of these new color solutions:

“The oil soluble colors are in liquid form and are easy for manufacturers to use. We have taken great care to create colors that are stable and blend well to create a myriad of shades. As a cost efficient solution too, we hope to be the partner of choice for manufacturers looking to strengthen their use of coloring foodstuffs,” concludes Lotte.

For more information about working with oil soluble naturally-sourced colors, read our article on the [“7 things to consider”](#)

1 Data sourced from FMCG Gurus

2 Data sourced from FMCG Gurus “What’s next for the snacking market – a global overview.”

3 Mintel GNPD, Confectionary launches in Europe

4 Mintel: Global food and drinks trends 2016

Chr. Hansen Natural Colors is the only provider of natural colors that combines 140 years of unique application and regulatory expertise with a strong, extensive global presence and the widest natural color portfolio in the industry. We are experts at helping companies convert to and utilize natural colors. All our raw ingredients are specifically sourced from nature to offer bright and consistent solutions. Chr. Hansen is a leading global bioscience company that develops natural ingredient solutions for the food & beverage, nutritional, pharmaceutical and agricultural industries. Chr. Hansen was founded in 1874 and today has more than 3,000 employees in 30 countries and is listed on Nasdaq Copenhagen.

Contacts



Camilla Lercke

Press Contact

Head of External Communications

International media relations, press, c-suite communications, social media, digital

DKCALE@chr-hansen.com

+45 53 39 23 84

+45 45 74 76 42



Helle Rexen

Press Contact

Media relations officer

DKHRE@chr-hansen.com

+45 45 74 76 36

+45 20 74 28 40