

Applications of Natural Coloring

Expanding Product Line – October 2009
colorMaker® custom blends are also available



Applications	Color Hue	Product Name	Concentration	Product Code
ANNATTO EXTRACT, WATER SOLUBLE (Kosher for Passover)				
Ice Cream, Snack Food	Yellow to Orange	Annatto WS 10 ¹	1.0% Norbixin	423011
Natural Cheese, Snack Food, Cereal, Baked Goods		Annatto WS 14	1.4% Norbixin (1x)	423013
		 Certified Organic Annatto WS 14	1.4% Norbixin (1x)	423006
		Annatto WS 20 ¹	2.0% Norbixin	423015
		Annatto WS 28	2.8% Norbixin (2x)	423016
		Annatto WS 38	3.8% Norbixin (3x)	423017
Dry Mix, Baking Mix, Soup Mix, Spice Blends, Meat Rubs, Snack Food	Orange	Annatto P 75	7.5% Norbixin	423097
		Annatto P 150	15.0% Norbixin	423098
ANNATTO EXTRACT, EMULSIONS (Kosher Pareve)				
Fruit Drinks, Butter, Sherbet, Yogurt, Baked Goods, Seasoning	Yellow Orange to Red Orange	Annatto EM 25 AP (to pH 3.5)	2.5% Bixin	423154
Salad Dressing, Snack Food, Baked Goods, Confectionery, Coffee Creamer		Annatto EM 27	2.7% Bixin	423055
Cheese, Snack Food, Beverages, Frozen Desserts, Sherbet, Yogurt	Yellow to Orange	Annatto/Turmeric EM 1035	1.0% Bixin 3.5% Curcumin	468153
		Annatto/Turmeric EM 1818	1.8% Bixin 1.8% Curcumin	468155
ANNATTO EXTRACT, OIL SOLUBLE (Kosher Pareve)				
Process Cheese	Yellow to Orange	Annatto OS 07 KP (Kosher for Passover)	0.7% Bixin	423031
		Annatto OS 07	0.7% Bixin	423030
		 Certified Organic Annatto OS 07	0.7% Bixin	423007
Process Cheese, Margarine, Butter, Spreads, Vegetable Oil, Salad Dressing, Snack Food, Baked Goods, Confectionery Coating		Annatto OS 15	1.5% Bixin	423033
Process Cheese, Margarine, Popcorn Oil, Frosting, Baked Goods, Confectionery Coating		Annatto OSS 40	4.0% Bixin	423035
		Annatto OSS 75	7.5% Bixin	423038
Process Cheese, Snack Food, Frosting, Baked Goods		Annatto/Paprika OS 1218	1.2% Bixin 18,000 CU Paprika	428035
		Annatto/Paprika OS 1310	1.3% Bixin 10,000 CU Paprika	428034
Salad Dressing, Seasoning, Snack Food		Orange	Annatto/Paprika OSS 5038	5.0% Bixin 38,000 CU Paprika
Process Cheese, Salad Dressing, Margarine, Popcorn Oil, Frosting, Baked Goods, Confectionery Coating	Yellow	Annatto/Turmeric OSS 3530	3.5% Bixin 3.0% Curcumin	428134
BETA-CAROTENE (NON-SYNTHETIC)				
Beverages, Dairy, Desserts, Baked Goods, Confectionery, Savory, Sauces	Yellow to Orange	Natural Beta-Carotene WD 10 AP	1.0% Beta-carotene	483002
		Natural Beta-Carotene WD 20 AP	2.0% Beta-carotene	483001
		Natural Beta-Carotene P 10	1.0% Beta-carotene	483000
PAPRIKA EXTRACT				
Process Cheese, Salad Dressing, Sauces, Snack Food, Frosting, Cereal, Baked Goods	Red Orange	Paprika OS 40	38,000 - 42,000 CU	443134
		Paprika OS 100	95,000 - 105,000 CU	443137

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TURMERIC (CURCUMIN)				
Pickles, Relishes, Hot Peppers, Mustard, Cereal, Lemon Yogurt, Ice Cream, Snack Food, Pet Food	Green Yellow	Turmeric WS 50	5.0% Curcumin	461003
		Turmeric WS 80	8.0% Curcumin	461014
		Turmeric OSS 100	10.0% Curcumin	461004
BETALAINS				
Dairy and Soy Beverages, Yogurt, Kefir, Ice Cream, Frosting, Confectionery	Red Purple to Red	Red Beet WS 10 ¹	1.0% Betanin	462013
Dry Mix		Red Beet P 05 ¹	0.5% Betanin	462091
ANTHOCYANINS				
Beverages, Fruit Prep., Ice Cream, Sauces, Salad Dressing, Cereal, Confectionery	Red at pH 3.5	Elderberry WS 05 ^{1,3}	0.8% Anthocyanin ⁴	402012
		Elderberry WS 10 ^{1,3}	1.8% Anthocyanin ⁴	402015
		Elderberry WS 25 ^{1,3}	3.2% Anthocyanin ⁴	402017
		Elderberry Color Concentrate WS 35 ¹	4.5% Anthocyanin ⁴	402018
	Purple Red at pH 3.5	Elderberry/Grape Skin WS 07 ¹	1.2% Anthocyanin ⁴	408012
		Elderberry/Chokeberry WS 10 ¹		408015
	Red Purple at pH 3.5	Purple Sweet Potato WS 42 ²	8.0% Anthocyanin ⁴	466000
		Red Cabbage WS 58 ²	9.0% Anthocyanin ⁴	441000
Frosting, Sugar, Confectionery	Blue at pH 5.5	Blue WS	2.6% Anthocyanin ⁴	colorMaker®
Dry Mix		Blue P	0.9% Anthocyanin ⁴	colorMaker®
	Red at pH 3.5	Elderberry P 75 ¹	9.5% Anthocyanin ⁴	402095
		Black/Purple Carrot P 36	4.0% Anthocyanin ⁴	464000
	Purple Red at pH 3.5	Grape Skin P 37 ¹	3.7% Anthocyanin ⁴	421000
CARMINE AND COCHINEAL EXTRACT				
Acidic Beverages, Confectionery	Purple Red	Cochineal WS 20 AP	2.0% Carminic acid	481000
Dairy, Baked Goods, Confectionery, Savory, Meat	Red Pink	Carmine WS 45	4.5% Carminic acid	481002
Acidic Beverages, Confectionery	Orange	Cochineal WS 80 AP	8.0% Carminic acid	481001
High Fat Applications, Dairy, Baked Goods, Confectionery, Savory, Meat	Red	Carmine OSS 120	12.0% Carminic acid	481004
Dry Mix, Spice Blends	Red Pink	Carmine P 500	50.0% Carminic acid	481003
CHLOROPHYLL				
Citrus-based Dry Beverage Mix, Pet Food	Green	Sodium Copper Chlorophyllin WS 95 AP	9.5% NaCu Chlorophyllin	482000
CARAMEL				
Food, Non-acidic Beverages	Brown	 Certified Organic Caramel Color	0.04 @ 610 nm (1g/1L)	812

¹ Organic compliant (according to 7CFR Parts 205.606 and 205.105)

² Organic compliant version is available

³ Exclusive for Canada

⁴ Method: European Commission Directive 2008/128/EC of 22 December 2008

WS = Water Soluble

WD = Water Dispersible

EM = Emulsion

OS = Oil Soluble

OSS = Oil Soluble Suspension

P = Powder

AP = Acid Proof

KP = Kosher for Passover