

VegeBrite™ makes a colourful splash at Food Ingredients Europe

Avignon, 29th November – Answering the demand for non-artificially coloured food and drinks, NAT color® offers endless possibilities for product developments.

Naturex is launching at FiE, the new VegeBrite™ palette of colouring foodstuffs, this ground breaking sub-line complements the existing range of natural colour additives, now named E-Colors™.

VegeBrite™: clean and vibrant

VegeBrite™ includes a wide choice of brilliant shades that are made from concentrates of fruits, vegetables, edible flowers and algae. These colouring foodstuffs comply with the strictest standards of “clean label”: no extraction solvents, no formulation additives or preservatives are used thanks to an aseptic packaging line.

E-Color™: precise and intense

Extracted from natural raw materials, E-Color™ is a complete range of high performing colour additives that achieve exact colour targets, and comply with the European Food Regulations.

Discover colour possibilities online

These new developments are being unveiled to the European market first, and will be rolled out worldwide, shortly. The whole of the NAT color® line is adapted locally to meet the needs of the consumers and to comply with the specific regulations.

These launches are supported by the creation of an interactive website. The www.natcolor.com website is easy to navigate around, and allows visitors to select colours online, by choosing specific criteria: product application, shade, intensity, form and labelling requirements.

About Naturex:



Naturex manufactures natural speciality ingredients for the Food & Beverage, Nutrition & Health and Personal Care industries. Headquartered in France, Naturex employs 1000 people and has 13 production units located in Europe (France, Italy, Spain, Switzerland and England), the United States (New Jersey and California), Brazil, Australia and Morocco. In addition, the group has several sales offices worldwide.

www.naturex.com

Your contacts at Naturex:

Lionel Lesegretain
Business Manager - NAT color®
Tel: +334 90 23 96 89
l.lesegretain@naturex.com

Karine Morel
Communication Manager
Tel: +334 90 23 96 89
k.morel@naturex.com