



## **Innovation in the stability of carotenoid based natural colors answers demands of craft soda category**

**Avignon, July 12<sup>th</sup>, 2015 – Combining its expertise in natural antioxidants and natural pigments, Naturex has developed a new stable coloring system for yellow and orange drinks. The group is showcasing this unique technology in a craft soda during the annual IFT in Chicago.**

The Naturex R&D team has gone one step further in stabilizing natural yellow and orange colors for the beverage sector. The company has expanded its range of naturally sourced pigments to offer new carotenoid-based colors that are more resistant to light and oxidation. The stability of  $\beta$ -carotene has been significantly improved by using a specific rosemary extract to prevent pigment degradation from light exposure. "Rosemary extracts are well known and largely used for their antioxidant properties," explained Nathalie Pauleau, Business Manager at Naturex. "Our R&D team has developed a unique solution that combines antioxidants and natural  $\beta$ -carotene to offer an innovative highly stable color solution for beverage applications," she added. Stability has been measured by accelerated ageing tests and shows significant results.

Visitors to the annual IFT in Chicago are invited to see this new color solution in action at Naturex booth # 2651. "Our SPRINGlab application laboratory team has designed a craft soda colored with our new color solution. The application concept will appeal to both consumers looking for natural ingredients and formulators who want highly stable color over time," said Pauleau. The beverage also contains celery juice and botanical ingredients associated with energy boosting properties. To bring extra freshness to the carbonated drink, Naturex has added UPTaia™, a foam stabilizer extracted from quillaia. This ingredient is sustainably sourced and produced in Chile. Other application concepts will be unveiled at the show from July 12<sup>th</sup>-14<sup>th</sup>, 2015.

This innovation is a good ingredient solution to help Naturex gain positions in the natural color and natural antioxidant markets. The group has recently unveiled its strategic plan (BRIGHT2020) for the next 5 years in which it reaffirms its growth ambitions in these 2 markets. The company has confirmed its commitment to offer 100% natural solutions for the food and beverage industry.

### **About Naturex:**



*Naturex is the global leader in specialty plant-based natural ingredients. Through its dedicated business units, the Group addresses the specific needs of 3 strategic markets: Food & Beverage, Nutrition & Health, and Personal Care. The company offers its customers a full array of high quality ingredients, responsibly sourced from nature for food, pharmaceutical, nutraceutical and cosmetic applications.*

*Naturex's head office is in Avignon, France. The company employs more than 1,700 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 15 sites in Europe, Morocco, the United States, Brazil, Australia, India, and Chile. It also has a global commercial presence through a dedicated network of 25 sales offices. [www.naturex.com](http://www.naturex.com)*

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