

Sensient News

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Sensient showcases its most comprehensive range of natural colouring solutions

GEESTHACHT, GERMANY – November 5, 2015 –

Sensient Food Colors Europe will demonstrate important enhancements to its extensive natural colour offerings at the upcoming FiE 2015 exhibition in Paris in December.

A new colouring food range of oil dispersible products is available with products conforming to new EU Guidance Notes on Colouring Foods which come into effect at the end of 2015. The unique oil dispersible products offer bright intensive colours across many different shades. These new natural products are all derived from edible plant sources. They have been created with advanced formulation technologies, making them particularly stable against migration and ideal for use in different fat based applications such as chocolate decorations. Complementing this, Sensient's Colouring Foods range has been further extended to include new shades and improved performance.

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Following the successful launch of its innovative Pure-S™ range, colour shade options and possible application areas are now extended. Sensient's Advanced Sensory Performance technology offers natural colouring solutions previously unavailable. Pure-S™ products are designed to provide excellent colour performance, bright shades and superior stability together with clean taste and flavour. The application scope is enhanced with products available for use in multiple end uses including beverages, confectionery, fat based applications, desserts, fruit preparations, ice creams and water ices.

A new range of cloudy products will also be featured. Products known for their brilliant transparent shades are now available with a smooth cloudy appearance leading to superior new colour shades in beverages.

In preparation for new sugar taxes that will be imposed in some countries, and to further address the growing sugar free market, a range of Sensient's Sugar Free Colours is available for use in confectionery such as hard boiled candies, chewing gums and beverages.

'At FiE this year we are showcasing our commitment to genuine colour innovation and understanding customer needs to meet consumer demands,' says Dr. Roland Beck, Managing Director of Sensient Colors Europe.

Visit us at the FiE in Paris in hall 6, stand 6P24.

<http://www.sensient-fce.com>

