

November 13, 2017



Find out how demand spurs innovation on titanium dioxide alternatives at Food Ingredients Europe (FIE) in Frankfurt

The demand for alternatives to titanium dioxide has grown consistently over the years, especially since some non-governmental organizations (NGO) and other food activists have started conversations about the ingredient. As a result, also some global regulatory groups are reviewing it. Combined with the overall push to “naturalness,” this has inspired product renovation across many consumer packaged food companies.

Observing the growing number of food manufacturers showing interest in finding alternative opacity and whitening solutions, it has been a focal point of interest, as well as a challenge to achieve a bright white without usage of titanium dioxide and with improved performance versus existing market solutions. The Sensient Food Color’s innovation team has already been actively working on sound titanium dioxide alternatives for the past 5 years.

Sensient News

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Thus we are delighted to announce and present our latest news: the global **Avalanche** platform. The innovative **Avalanche** portfolio is a range of alternatives to titanium dioxide and offers strong whitening or opacifying effects. The products are designed to offer solutions for most regions in the world in a large variety of applications including confectionery, instant drinks, sauces and pet food.

Complementing existing solutions with whitening effects in panning, we are now expanding the product range and introduce ingredient systems that can be both starch- or mineral-based and that remain heat, light and pH stable by application leading to the desired shades of white. The dedicated food technologists in our Application Service Centre will assist to solve any questions or challenges that you may have in mind to find the best suitable match.

See how demand for titanium dioxide alternatives spurred innovation, and learn more about our **Avalanche** portfolio at stand 08.0C21 in FiE Frankfurt 28-30 November. We are looking forward to introduce you to our latest innovations and meet you there.

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