

Sensient News

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Discover Sensient's dynamic new range of natural colouring solutions at Food ingredients Europe in Frankfurt

Meeting the ever growing global trend for more natural products, Sensient Food Colors Europe brings an enhanced range of colouring solutions, with real customer and consumer benefits, to this year's Food ingredients Europe (FiE).

The appreciation of colour is a unique human experience and Sensient is proud to be able to add to this by introducing new colours that both delight the senses and bring the advantage of yet more natural solutions.

Building on the important drive for clean labelling, Sensient has further extended its comprehensive Colouring Foods range with new yellow and orange shades. Combined with last year's successful launches of orange, yellow, red and pink shades, as well as a natural brown, these new colours all naturally comply with the EU Guidance Notes and offer yet again improved application performance. Colouring Foods have become the logical next step in providing products to meet consumer demands for transparency of labelling.

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Achieving a true white without using Titanium Dioxide, has always been a challenge and with more people now looking for an alternative product, Sensient launches Avalanche – the new white. The innovative Avalanche range is a global portfolio of alternatives to Titanium Dioxide and offers strong whitening or opacifying effects, performing well in a range of applications including confectionery, instant drinks, sauces and pet food.

Sensient were the pioneers of palm-free colours and have worked consistently to expand the portfolio across a wide range of different applications. Sensient's palm-free range focusses on using a novel selection of exclusively palm-free components, chosen through a dedicated research programme to ensure improved stability. The latest extensions to this range include new green and yellow shades offering proven performance in especially demanding beverage applications, as well as confectionery, dairy and savoury products.

Sensient is committed to genuine colour innovation and understanding customer needs to meet consumer demands. Share our passion for colour and be invited to join us at stand 08.0C21 in FiE Frankfurt 28-30 November.



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