

## Sensient News

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### **Sensient Food Colors Europe to Demonstrate Complete Colour Conversion Capabilities at Gulfood 2016**

The changes in the Gulf Cooperation Council Standardization Organization regulations come into effect later this year and will require the reformulation of many products from synthetic to natural colours. Sensient Food Colors Europe will showcase its ability to partner with customers at the Gulfood Manufacturing show in November at the Dubai World Trade Centre. Its long experience in both synthetic and natural colours make Sensient the perfect partner to support customers reformulate their key brands with natural colours, smoothly and effectively.

The company has a complete portfolio of natural colours and colouring foods available for food and beverage manufacturers, combined with expert applications knowledge across the whole application range and informed local customer support.



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Neil Philpott, Head of Sensient's local Dubai Office comments 'These changes in labelling requirements of food colours will generate extensive reformulation demands. The wide experience Sensient has gained in this area following the Southampton Study, means that we can directly focus our resources locally and globally to support our customers. This enables us to work closely with our partners on successful end product conversion from synthetic to natural.'

Whatever your colour needs Sensient offers you the confidence to develop the solution best for you and your products.

Please visit us on stand S2-A48 at the Gulfood Manufacturing show, November 7 - 9.

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