



FOR IMMEDIATE RELEASE

## **Sensient launches attractive new colour shades with clean label option**

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Sensient Food Colors Europe has extended its Cardea™ range with an even wider choice of bright new colour shades. Sensient's Cardea™ product line is completely composed of natural ingredients and concentrates meeting growing clean labelling demands and fits perfectly with the new EU guidance notes on colouring food.

The Cardea™ concept unlocks nature's full colour potential with carefully selected raw materials processed with proprietary technologies offering bright shades and strong natural positioning. "Through screening a wide choice of ingredients, our scientists defined their characteristic functionality to optimize superior performance in food and beverage applications. This allows protection against both oxidation and fading in order to safeguard the intense natural colour shades available. These new shades are

especially suitable for sweet and fruity applications such as yoghurt, dairy and fruit preparations as well as confectionery and other food and beverage use.”, says Dr. Roland Beck, Managing Director of Sensient Colors Europe GmbH.

The unique composition of Cardea™ enables food manufacturers to claim the total formulation of the colouring preparation as natural and complies with the new EU guidance notes. Together with superior colouring performance and consistent colour shades, Sensient’s Cardea™ range is a winning combination.



### **About Sensient Food Colors Europe**

Sensient Colors brings life to products, adding colour and visual enjoyment to food and beverage applications worldwide. Offering unparalleled colour innovation and proprietary technologies for over 100 years, Sensient Food Colors applies industry



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defining colour expertise, enhancing brand value through premium sensory appeal and performance.

Sensient Food Colors Europe is a unit of Sensient Technologies Corporation, a leading global manufacturer and marketer of colours, flavours and fragrances. Sensient employs advanced technologies at facilities around the world to develop speciality food and beverage systems, cosmetic and pharmaceutical systems, inkjet and speciality inks and colours, and other speciality and fine chemicals. The company's customers include major international manufacturers representing many of the world's best-known brands.

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