



FOR IMMEDIATE RELEASE

## **Sensient further extends its natural solutions for your colourful world**

*Geesthacht, 02 October, 2013* - Sensient Food Colors Europe will be highlighting many new technologies, while demonstrating enhancements to the existing natural colour offerings at the upcoming FIE exhibition in Frankfurt, Germany in November 19 – 21 2013.

With sustainability and the environment always very much at heart Sensient has enhanced its **Palm-free** range with new products. These alternatives successfully replace all palm-derived ingredients and their performance even exceeds that of the standard palm based products.

Sensient has also extended the **Cardea™** range with an even wider range of bright new colour shades. 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. The new Cardea™ shades are completely



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composed of natural ingredients and concentrates meeting growing clean labelling demands.

For pan coated sweets Sensient is introducing an exceptional new range of **High Load** natural colours achieving bright, attractive shades with significant advantages in coating performance versus standard natural colours. These High Load formulations achieve superior coating quality and stability with unusually low dosages and virtually no flavour impact.

“Once again we demonstrate our commitment to genuine colour innovation, quality and the environment, showcasing these exciting new products designed to meet the needs of high performance and consumer demands.”, says Dr. Roland Beck, Managing Director of Sensient Colors Europe.

Sensient naturally offers a full range of exciting, bright colouring solutions for all your food and beverage needs and our technical specialists will be on hand to assist.

**Visit us at FiE in hall 8.0, stand 8B20 and let Sensient inspire you with the new colouring ideas.**

### **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 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>