



**Sensient Food Colors Germany GmbH**  
Geesthachter Straße 103  
21502 Geesthacht, Germany  
Tel. +49 4152 8000-0  
Fax +49 4152 5479  
Sfc-eu@sensient.com  
www.sensient-fce.com

FOR IMMEDIATE RELEASE

## **Sensient Food Colors extends Halal approved natural colour range**

***Sensient's German natural colours production facility now Halal certified***

GEESTHACHT, GERMANY – 20. November, 2012 –

Sensient Food Colors has long recognised the importance of being able to offer manufacturers of Halal certified processed foods a colour choice. Further expanding the applicability of Sensient's natural colour range has therefore been a key objective since colour is such a critical ingredient in food formulations and consumer recognition, giving products a visually unique appearance.

Synthetic colours from Sensient's Saint Louis facility in the US have been available to meet Halal standards for several years, and as the demand for natural colours has grown, the company has worked hard to satisfy this need through extending its approved range. Sensient's dedicated natural colours production base, centered in Geesthacht, Germany, has now been approved and certified by Halal Control at the strictest level, recognised by both JAKIM and MUI. This covers a range of both liquid and spray dried natural colours.

Through this move Sensient can ensure that its natural colours portfolio meets demand for Halal certified foods on a global level.



**Sensient Food Colors Germany GmbH**

Geesthachter Straße 103  
21502 Geesthacht, Germany  
Tel. +49 4152 8000-0  
Fax +49 4152 5479  
Sfc-eu@sensient.com  
www.sensient-fce.com

**About Sensient Food Colors**

Sensient Food 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 applies industry-defining colour expertise, enhancing brand value through premium sensory appeal and performance. As the global leader in the manufacture and supply of high-performance colours, natural colours and colouring foods, Sensient operates a broad local network of service and application experts, and research, development and manufacturing sites. Extensive technical and legislative expertise is available to support the use of Sensient products and to develop new products to meet future colour needs of the food industry.

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.

[www.sensient-fce.com](http://www.sensient-fce.com)