



Sensient launches bright solutions for pan coated sweets

GEESTHACHT, GERMANY – October, 2013 –

Sensient Food Colors Europe announces a new range of high load natural colours for pan coated sweets which achieve bright, attractive colour shades with advantages in coating performance versus standard natural colours.

Using natural based colours in coated sweets had presented serious challenges because higher dosing levels were required over synthetic alternatives which negatively affected the efficiency of the coating process. “Our new innovative range, developed after extensive research, achieves superior coating properties with unusually low dosages compared to other natural alternatives. Now we can offer brilliant natural shades with fewer panning process applications. These advanced high load products create intense and vibrant colour shades with superior stability



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

performance and virtually no flavour impact compared to other natural alternatives.“
says Dr. Andreas Klingenberg, Technical Director, Sensient Colors Europe.

Extensive application testing has shown that these high loaded and uniquely protected colour formulations successfully pass light and heat stability tests. Attractive shades of yellow, orange, red, pink, green and brown are now available to offer bright solutions for pan coated sweets.

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>