



Colouring

A truly clean label
colouring solution

foodstuffs

Colouring concentrates are clean label ingredients delivering technically robust natural alternatives to additive colours. EXBERRY® colouring foodstuffs from GNT offer the perfect recipe for success in colouring food and beverages naturally.

When formulating a new recipe, product developers can choose between two principle options when deciding how to colour their food or beverage: one is the usage of additive food colours, the other one is to use “colouring foodstuffs”.

Additive food colours comprise synthetic and so called “natural” food colours. Synthetic food colours do not occur in nature and are wholly

man-made from chemicals. Whereas so-called “natural” food colours occupy a somewhat grey area being made from raw materials to be found in nature but may not be edible for humans - for example the cochineal insect. Such additive colours are made by selective extraction of the pigment chemicals and formulation with a “cocktail” of agents including emulsifiers, preservatives, stabilisers or oth-

er chemicals. These agents often represent a significant proportion of the formulation moving most products far away from any reasonable definition of the term “natural”.

Within the EC food colours have the legal status of “additives” according to the EC regulation (1333/2008).

They have to be labelled as colour additives (as their function) together with their E-number or their corresponding name - i.e. Colour: E102, or Colour: Tartrazine / Colour: E120, or Colour: Carmine.

Unfortunately, these regulations that define colour declaration are of little help to consumers when trying to make sensible purchases. Nowadays, as a result of the negative press associated with E-numbers, manufacturers increasingly declare their addi-

tives by name as opposed to using the E-number - leading to consumer confusion.

The use of additive names: consumers are confused

According to recent independent consumer research commissioned by GNT, consumers feel cheated when additive names are used in place of E-numbers as they typically make negative associations with E-numbers. When consumers are informed that this declaration can be legally used as an alternative to the number convention, many feel deceived and comment they may even consider switching brand on this basis.

Beyond the actual E-number itself, when the additive names are used, the consumer understands very little about the nature of the additive. For example "Colour: Beta Carotene" (or E 160a) sounds harmless. Many people may associate it with carrots and therefore believe it to be natural. However, this food colour can be chemically synthesized and is therefore considered a synthetic colour.

On the other hand, consumers can also be misled by the sound of the name or by certain associations they make with the term; for example: "Copper" and "Chlor-" in the colour name "Copper Chlorophyllin". Feedback indicates that if a name sounds strange or is hard to pronounce consumers perceive it as something „neg-

ative". It is easy to comprehend that the more familiar and common the name, the more natural it is perceived to be. A colour such as „Tartrazine" is more easily identified as a synthetic additive colour simply due to the degree of negative press it has received. In using such a range of additive declarations it comes as no surprise that labels are frequently misunderstood.

Consumers demand clear labels

Colouring foodstuffs deliver the clean label route to stable and appealing food colouring for food developers and manufacturers and remove any labelling uncertainties for consumers. In contrast to food colours, colouring foodstuffs are made from edible fruits, vegetables and plants and are foods themselves. Colouring foodstuffs are manufactured using only physical or traditional food preparation processes. Any "solvents", processing aids, components or functional ingredients should be foodstuffs or characteristic ingredients of food in order to maintain their status as ingredients. Colouring foodstuffs retain the essential characteristics of their source



EXBERRY® colouring foodstuffs achieve brilliant colouring in candies



Marshmallows with typical pastel colours from EXBERRY® colouring foodstuffs

material. Accordingly they are declared as ingredients on the label. GNT, manufacturer of colouring foodstuffs, recommends to declare their EXBERRY® ingredients as concentrates, naming the raw materials used, i.e. "concentrate (tomato, pumpkin)" or "tomato con-

centrate, pumpkin concentrate". Being ingredients, there are no dosage restrictions for colouring foodstuffs, and across all applications they may be used in doses as high as required.

A clear and honest message

Thanks to three decades of experience in the manufacture of high-quality concentrates made from black carrots, red cabbage, pumpkins, elderberries and many other edible raw materials, the GNT Group is an ideal partner for the food industry in its search for natural colouring alternatives. GNT offers a wide spectrum of colouring concentrates that are easy to use, stable and cost-effective.

EXBERRY® colouring foodstuffs from GNT are food ingredients (not additives) and they are declared on the product label simply as what they are - without E-numbers or chemical sounding names. EXBERRY® colouring foodstuffs make clean labelling and attractive products a reality. GNT continually develops and optimizes new process technologies and invests in the discovery of new raw materials to enhance their extraordinary product range.

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