

Sensient Food Colors



As the leading worldwide color supplier, Sensient® Food Colors continues to define the future of the food and beverage industry through superior capabilities, creative formulations, and extraordinary insight into what strengthens and protects brands. We combine color expertise and advanced science with secure sourcing to deliver customized solutions that are as innovative as they are healthy and safe.

Because Sensient has a deep understanding of the fundamental connection between people and color, we work tirelessly to enhance the sensory appeal and product performance every day, all around the world. Through our strategic global presence, we are able to ensure safety throughout a product's entire lifecycle, from harvest to manufacture, resulting in complete confidence and valuable market opportunities. In fact, Sensient has been leading the way towards advanced color systems for over a century.

The authority in natural color, we use our unparalleled technical expertise to harness nature's resources and create vibrant colors that grow brands naturally. Sensient's mission is to help customers exceed consumer expectations for safe, preservative-free products with clean labels, consistently stable color and safe and secure ingredients.

Our natural color solutions, Fusion Precise Natural Colors®, is at the forefront of the natural, environmentally friendly ingredient trend. With preservative-free and GMO-free options available, this unique natural color line is characterized



by proven consistency and stability while delivering an extensive color spectrum. Customized to customers' specific shade and attribute requirements, Sensient's Fusion Precise Natural Colors brand delivers ultimate flexibility.

Market research shows that consumers want simple, more wholesome ingredients in their products, and studies continue to reveal that natural colors possess compounds that promote health and wellness. To that end, Sensient expertly infuses natural color into key market segments, including beverage, dairy, bakery, confection, pet food, and processed food.

Sensient's natural color building block line provides a comprehensive list of colors derived from nature, such as annatto, turmeric, beta-carotene, and anthocyanins, in the form of liquid dye blends, emulsions, dispersions, natural lakes, and powders. Furthermore, our complete range of synthetic colors, including FD&C dyes and lakes, blends, dispersions, liquid dyes, and powders, are manufactured to the highest standards to accommodate domestic and global markets.

Because your brand's success is ours, Sensient is constantly investing in resources to enhance customer experience and to further the industry as a whole. From building state-of-the-art, natural color facilities to facilitating educational opportunities through workshops and lectures across the globe, to providing the ACE Automated Color Expert (our proprietary online sample request system and product selection tool) we are dedicated to being an invaluable partner. Sensient Food Colors – The bold difference in your brand. Contact www.sensientfoodcolors.com.

