

CLEAN COLORS YOU CAN TRUST

At Diana Food we strive to ease the ongoing transition to clean labels by providing sustainable, farm fresh ingredients that our customers can trust. Diana Food's backwards integrated natural coloring solutions provide full transparency from farm to finished product. Diana Food's team of agronomist work closely with seed developers and farmers to select the best of nature. The pairing of Diana Food's agronomic and scientific expertise results in a large portfolio of coloring solutions dedicated to various application needs.



KEY PRODUCT BENEFITS

- ✓ USDA certified organic colors
- ✓ Vibrant shades with the least color lost and best shade intensity
- ✓ Backward integrated solutions due to close relationships with farmers
- ✓ Ensure high pigment juices by maintaining the integrity of the raw materials
- ✓ Clean label — Single ingredient declaration available; no citric acid used



dianafood

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SMALL SEEDS WITH BIG RESULTS

In 2017, the U.S. organic food market reached a whopping \$45 billion and organic food sales currently exceed 5% of total retail food sales in the U.S. But, perhaps the biggest indicator that this trend has become commonplace in the U.S. was Amazon's purchase of Whole Foods Market. All signs are pointing to organic food becoming even more popular in the years to come.

DECODING U.S. ORGANIC COLOR REGULATION

It is no secret that consumers are easily confused by the lack of a uniform regulatory definition of "natural." And although organic is clearly defined from a regulatory standpoint, it is often misunderstood by consumers. Using the USDA organic seal is the best way to build consumer trust and build awareness of exactly what the organic label represents.

 <p>Over 82% of U.S. households buy organic</p>	 <p>The USDA Organic seal is highly trusted by over 75% of U.S. families</p>	 <p>Younger consumers and parents are driving the organic food and beverage trend</p>
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SOURCE: ORGANIC TRADE ASSOCIATION

A COMPLETE RANGE OF ORGANIC JUICE CONCENTRATES AND EXTRACTS WITH COLORING PROPERTIES



	SOURCES	COLOR SPECTRUM	FORMAT	LABELING	HEAT STABILITY	LIGHT STABILITY	pH STABILITY
	RED BEET		Juice concentrate #CC00180130 Powder #SD00180001	Vegetable juice concentrate (for color)	Sensitive	Medium	2.5 - 8
	PURPLE CARROT		Juice concentrate #CC00310034	Vegetable juice concentrate (for color)	Good	Good	2.5 - 4.5
	ORANGE CARROT		Juice concentrate #CC00280019	Vegetable juice concentrate (for color)	Good	Medium	2.5 - 8
	YELLOW CARROT		Juice concentrate #CC00290007	Vegetable juice concentrate (for color)	Medium	Sensitive	4 - 8
	SPIRULINA		Powder #70082	Spirulina (for color)	Sensitive	Sensitive	4 - 8
	ANNATTO		Liquid #160219	Annatto (for color)	Good	Good	3 - 8
	TURMERIC		Liquid #10019	Turmeric (for color)	Good	Sensitive	3 - 8

Custom solutions available for all shade requirements

