



oterra™

Discover the benefits of pairing your sauces with *natural* colors

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Recommended for: Sauces, dressings, marinades and condiments

US edition

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Consumer perception and focus on health is at an all time high. Using natural colors in your sauce applications will appeal to your consumer base and help build a positive reputation for your brand

Consumers look actively for natural ingredients as they are increasingly concerned about the safety and healthiness of their food.

89%

of consumers classify "better-for-you" products in foodservice outlets to be free from artificial ingredients.

Source: FMCG-Gurus: Foodservice and the Rising Cost of Living - Global - 2022

77%

of global consumers find sustainable /environmentally friendly features to be essential or nice to have.

Source: GlobalData Top Trends in Foodservice 2023

Natural colors can support on these two crucial demands from consumers and help distinguishing your sauces not only as natural but also as sustainable and environmentally friendly

Don't be afraid to explore new and novel flavors. If you pair them with natural colors, it's a winning proposition.

73%

of consumers visit foodservice outlets for new and novel flavors.

Source: FMCG-Gurus: Custom Survey Global and Regional Foodservice Q4 2022

75%

of consumers state that using only natural and 'real' ingredients makes a foodservice outlet trustworthy.

Source: FMCG-Gurus: Foodservice Regional Report North America

Explore new and exciting shade ranges for your sauces

Let us help you color your dressings, marinades and condiments the right shade with natural colors.

T-WSS-111 LiquidCap®	FruitMax® Yellow 1600 WS	AP-10	CulinaColor™ Orange 251 OS	FruitMax® Cranberry Bright 510 WS
Dosage 0.25%	Dosage 0.73%	Dosage 0.05%	Dosage 0.025%	Dosage 0.84%
				
Turmeric	Orange carrot	Annatto	Paprika	Black carrot