

An *intense* transparent red color like no other

Our award-winning Hansen sweet potato fills a market gap for red. It's well known that most natural reds have challenges regarding stability, shade and/or off-flavor. The Hansen sweet potato™ Ipomoea batatas helps solve these major challenges, so we've built a vertically integrated supply chain to bring these benefits to you.

Unique shade

Produces vibrant red shades that are difficult to achieve with other natural reds.


No off-flavor

Unlike other anthocyanins such as red radish, the Hansen sweet potato™ is flavor neutral.

Stable

The Hansen sweet potato™ offers the best combination of heat, light & oxidation stability and pH robustness.

Minimally processed

Produced with gentle, traditional production methods, this coloring food solution is not considered an additive. 

Plant-based

These red coloring foods are GMO free and suitable for vegans and vegetarians.

Fast response times

Scalable production and year-round harvest means increased flexibility for unforeseen demand.



Our label friendly Hansen sweet potato™ provides a unique, crystal-clear red even at low dosage.




Offers optimal stability against fading in the presence of vitamins and minerals.



The Hansen sweet potato™ is the perfect natural alternative to Allura red/ Red 40.



Produces a true strawberry-red shade, without the need for blending with a yellow component.

FruitMax® Red 116 WS 			
Source	Hansen sweet potato™ & black carrot		
GIN	723034	Strength	8 CU
Shelf-life	183 days 4 - 8 °C / 39 - 46 °F		
Suitable applications	CSD, Juice based drinks, Near waters, Corials, Alcoholic drinks, Energy drinks		
Labeling**	EU: "Sweet potato & black carrot concentrate" US: "Colored with Vegetable juice" or "vegetable juice (color)"		
Dietary status	Kosher & Halal certified, vegetarian		

Are you looking for other minimally processed colors?



Look no further than FruitMax® – our range of minimally processed fruit and vegetable concentrates that meet consumers' need for natural, recognizable ingredients.

Contact us regarding your project

With our full range of products and application expertise, we can help you achieve your color goals.