



# Unlock the power of *natural* brown colors

Elevate your products with vibrant, natural brown hues  
that perfectly replicate the rich shades of cocoa powder

**Recommended for:** Food and beverage products containing cocoa powder







# Unlock the power of *natural* brown colors

Elevate your products with vibrant, natural brown hues that perfectly replicate the rich shades of cocoa powder.

Our range of natural brown color solutions offers a cost-effective alternative, reducing reliance on cocoa powder while delivering the same appealing color. Ideal for a wide range of applications - from baked goods to chocolate compounds and dairy drinks - our natural colors ensure your products are as visually appealing as they are delicious. Available in both liquid and powder formats, we offer versatile options to suit your needs.

## Applications and colors used to achieve cocoa powder shades

### Milk

100% cocoa powder

No cocoa powder  
Caramelized sugar  
+ Carmine

No cocoa powder  
Malted barley  
+ Carmine

### Chocolate malt drink

100% cocoa powder

50% cocoa powder  
+ Caramel D  
+ Beta-carotene

50% cocoa powder  
+ Malted barley  
+ Carmine

### Cake

100% cocoa powder

50% cocoa powder  
+ Malted barley

50% cocoa powder  
+ Caramel D

### Biscuits

100% cocoa powder

50% cocoa powder  
+ Malted barley  
+ Red beet

50% cocoa powder  
+ Malted barley

### Cream filling

100% cocoa powder

No cocoa powder  
Spirulina + Turmeric  
+ Sweet potato

No cocoa powder  
Spirulina + Paprika  
+ Carmine

### Chocolate compound

100% cocoa powder

34% cocoa powder  
+ Hansen sweet potato™  
+ Carbon black

34% cocoa powder  
+ Hansen sweet potato™  
+ Spirulina

## Popular raw materials for achieving cocoa powder shades

Turmeric

Paprika

Red beet

Hansen sweet potato™

Spirulina

Caramelized sugar

Malted barley

Peat and/or bamboo