

An *intense* 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 orange and 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 and oxidation stability.

Minimally processed

Produced with gentle methods, coloring foods are not considered an additive. Look for the FruitMax® symbol. 

New high strength powder

Easy to use and cost efficient, the Hansen sweet potato™ is now available in a concentrated powder formulation.

Fast response times

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



Our Hansen sweet potato™ gives wafer cones a vibrant pink shade and offers new options for the ice cream industry as it maintains this bright shade at neutral pH and at high temperatures.



Robust enough to withstand extended periods of high heat. Remains stable through the harsh fruit filling process, hot filling and when added directly to the final baked goods. Maintains its vibrant red shade throughout.



Creates that popular but hard-to-match strawberry color in milk-based products that are served quickly, as in this powdered, milk-based instant dessert.



Provides a bake-stable, pinkish shade (or bright red when blended e.g. with paprika) in foods with a white or pale yellow background. Our high strength powder is particularly suitable for vibrant shades.

RECOMMENDED PRODUCTS

FruitMax® Red 110 WS

GIN 719191

Hansen sweet potato™,
safflower



FruitMax® Red 104 WSP

GIN 718975

Hansen sweet potato™
concentrate | 8 CU



ColorFruit® Red 107 WSP

GIN 720088

Hansen sweet potato™
40 CU powder

FruitMax® Red 108 WS

GIN 718919

Hansen sweet potato™
black carrot | 8 CU



FruitMax® Red 111 WS

GIN 719506

Black carrot, Hansen
sweet potato™ | 8 CU



FruitMax® Red 107 WS

GIN 718832

Hansen sweet potato™,
black carrot | 9 CU



Interested?

Give us a call or
check out our
website for more
inspiration.



Scan to see
more Oterra
color products