

Introducing *natural* reds for plant-based meats and seafood

The plant-based market continues to grow in the US, and colors from nature are appealing for consumers who look for healthier choices

The meat category is a consumer plant-based favorite with innovation in deli slices, seafood and more, representing strong growth possibilities. Trends show that consumers are committed to incorporating plant-based meat into their diets, with 17.5% of households purchasing plant-based meat and a hefty 62.5% repeating their purchases.

Household penetration

17.5%






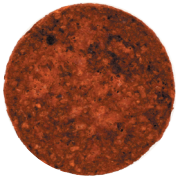


Repeat rate

62.5%

Source: NCP, All Outlets, 52 weeks ending 1-1-23 / PLANT-BASED FOODS STATE OF THE MARKETPLACE: Summary Report 2022

Color from nature is the logical choice for your plant-based meat, seafood and deli slices. Here are the three main reasons to choose natural reds from Oterra:

- 1 Ready-to-use solutions
- 2 Our range of different red solutions improves the visual appeal of typical meat & seafood alternatives, e.g. salmon, tuna, deli slices and ground beef or pork
- 3 Choosing the right color solution will enable the shift from red to brown during cooking if needed

	ColorFruit® Red 1303 WSP	ColorFruit® Red 1308 WSP	ColorFruit® Pink 1301 WSP	ColorFruit® Red 1309 WSP
	Dosage 1.30% Burger patty	Dosage 1.06% Burger patty	Dosage 0.75% Tuna steak	Dosage 0.37% Deli slice
Raw				
Cooked				

Some of our most used raw materials for red shades in meat and seafood analogues

