



Oterra™

# Looking to *clean* up your labels?

FruitMax® from Oterra – minimally processed  
colors giving consumers the labels they desire

**Recommended for:** Food and Beverage products



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In the food and beverage industry, “clean label” refers to products made with simple, recognizable, and minimally processed ingredients. It aligns with consumer demand for healthier, more transparent, and sustainably produced foods, free from artificial ingredients and additives.

## Insights

According to GlobalData, 41% of global consumers consider “free from artificial ingredients” essential when choosing food and beverages. Similarly, an Innova Market Insights survey found that 26% actively avoid artificial colors and flavors.



### Minimally processed

Our FruitMax® products are crafted from a variety of fruit, vegetable, and plant concentrates, carefully standardized and optimized to reflect the natural composition of the raw ingredients. They contain only essential, functional components and are minimally processed using safe, gentle food processing techniques.



### Clean and natural labeling

Keep your ingredient list short, clean, and transparent with recognizable ingredients. In Europe, FruitMax® products are considered coloring ingredients, not additives with E-numbers, and should be labeled as concentrates—for example, red beet concentrate. In the U.S., the same product may be labeled as vegetable juice (color).



### Benefits for you brand

Align your brand with consumer demand—shoppers seek healthier foods with fewer, recognizable ingredients. Build trust, strengthen loyalty, and reduce the risk of consumer scrutiny.



### For many purposes

Available in liquid or powder formats and both water- and oil-soluble formulations, FruitMax® delivers vibrant color for a wide range of applications.



Our FruitMax® range offers a full spectrum of vibrant colors derived from fruit, vegetables, and edible plants. Some are based on a single raw material, while others are expertly blended—delivering more than just a rainbow of beautiful shades.

### Compliance

FruitMax® meet kosher, halal and vegetarian requirements and are palm oil free and preservative free.



*Yes!*

I am interested in clean label colors.  
Please contact me

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