



oterra™

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

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Recommended for: Plant-based meats and seafood



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The plant-based market continues to grow, and colors from nature are appealing for consumers who look for healthier choices. Simple, easy-to-recognize ingredients are a must for plant-based products and natural colors fit perfectly into this trend.

In most of the world burgers remain the preferred product format for meat substitutes, but other formats are gaining ground. In the survey for below overview consumers were allowed up to three choices.

Asia



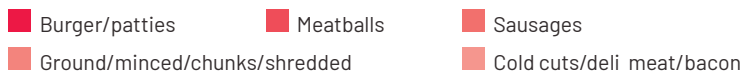
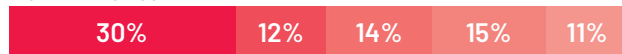
Europe



Latin America












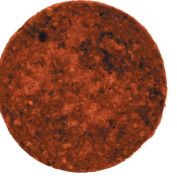


North America



Source: Innova Meat, Dairy & Alternative Proteins Survey 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	FruitMax® Red 1304 WSP*	FruitMax® Red 1307 WSP*	ColorFruit® Red 1308 WSP	ColorFruit® Red 1309 WSP	ColorFruit® Pink 1301 WSP
	Dosage 1.30% Burger patty	Dosage 2.10% Burger patty	Dosage 1.70% Burger patty	Dosage 1.06% Burger patty	Dosage 0.37% Deli slice	Dosage 0.75% Tuna steak
Raw						
Cooked						

* Not compliant for the US marked

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

