



Oterra™

Appealing pet food

Draw on our expertise to meet consumer
demand for appetizing, natural pet food

Recommended for: dry extruded kibbles, baked and semi-moist treats, wet and gravies

US edition



US edition

02/40039-EN

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We use our color knowledge to develop cost effective products with the characteristics you're looking for.

Our minimally processed coloring ingredients include an industry first

Our award winning, proprietary Hansen sweet potato™ is the first vegetable specifically developed for its unique coloring properties. It delivers a unique, meaty shade to pet food applications, such as kibbles, baked products or semi-moist treats.

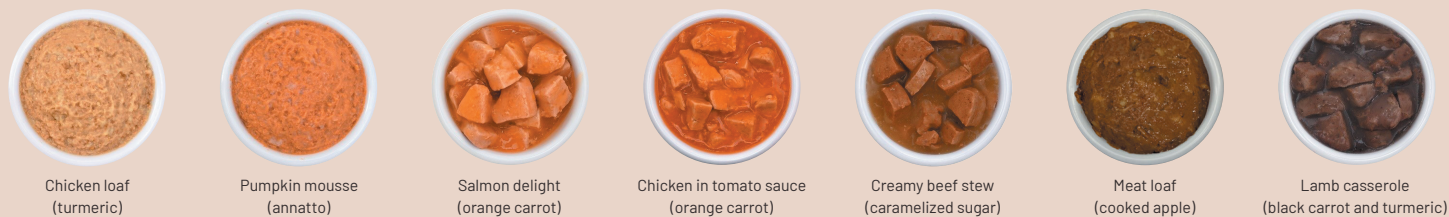


Help your pet to pick the most mouth-watering dish

We always find it more appetizing when food looks right. Adding the right color can make wet pet food look even more appealing by matching the flavor. Colors from nature will not only give your products the right color, they could even give you the possibility to add claims like *Colored with vegetable juice* or *All colors are made from natural sources** to your front pack.

*The claims are examples only – manufacturers are ultimately responsible for their front pack claims

Know the flavor by the look



Product overview

| Shade | Raw material | Pet food color swatches |
|--------|---|-------------------------|
| Yellow | Turmeric | |
| Orange | Annatto, orange carrot | |
| Red | Hansen sweet potato™, red beet | |
| Pink | Cochineal | |
| Purple | Black carrot | |
| Brown | Cooked apple juice, black carrot, caramelized sugar | |

Our offering

Attractive shade palette suitable for dry extruded kibbles, semi-moist and baked treats, wet and gravies

- Naturally sourced pigments
- Stable solutions that withstand industrial processing, and have good resistance to light and oxidation
- All solutions are free of silicon dioxide, nano-particles and are non-GMO
- Secured sourcing of raw materials
- A dedicated range in full compliance with FDA regulations, state feed laws, and AAFCO guidelines for pet food (cats and dogs)
- Support to customize solutions for your existing brand or new product development



Get our inspirational download:
Discover a palette of *colorful* possibilities