

Explore in shades of violet

Black carrot is one of the most versatile raw materials. Depending on different factors, such as application and/or dosage, it produces different shades of pink, red and violet. This enables food and beverage manufacturers to innovate and experiment. This solution is cost-effective and offers high levels of stability.

Simple conversion

It is free from limitations due to dietary restrictions – and is one of the most popular and widely used sources for natural colors around the globe, making black carrot a simple, accessible choice when converting from artificial to natural colors.

Versatility of products

The pigment – anthocyanin – has global regulatory approval as either coloring foods/minimally processed, or a natural color.

Wide range of applications

Used in many applications – primarily beverage, confectionery and dairy. The high levels of stability and diversity in both application and shade make black carrot a key element of any natural color portfolio.

Format flexibility

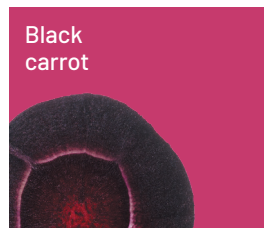
Black carrot is used in many industries and applications – the solution demands flexibility. Our products are available as liquids and powders. This enables easy switching without the need to reformulate an existing recipe.

Vertical integration

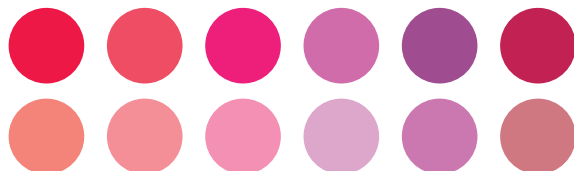
By owning and controlling the entire process we are empowered to research and implement new ways to improve and refine the product – from agronomy to final delivery.



Black carrot produces red, pink and violet shades



Used in natural colors and coloring foods



Solutions

Are you looking for minimally processed colors?



Look no further than FruitMax® – our range of minimally processed fruit and vegetable concentrates that meet consumers' need for natural, recognizable ingredients.

Contact us regarding your project

With our full range of products and application expertise, we can help you achieve your color goals.