

oterra™

A *high-performance* red for the most challenging applications



ColorFruit® Red Radish Powder

Recommended for: Extruded Cereals, Snacks, Baked goods, Frostings and Icings



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A *high-performance* red for the most challenging applications: ColorFruit® Red Radish Powder

Red remains one of the most popular colors in the US, appearing in approximately 40% of colored food and beverage launches (Innova New Product Database, 12 months ending October 2026). Oterra offers a broad portfolio of red solutions, ranging from the bluish-red tones of red beet and black carrot to the vibrant, bold red of our patented Hansen sweet potato™. Colorfruit® Red Radish Powder completes the spectrum, delivering a cost-effective, stable red that performs reliably even in the most demanding production environments. It's a great solution for Red 40 replacement.

- **Water soluble**
- **High color strength**
- **pH stable red**
- **Excellent light stability**
- **Excellent heat stability**



Snack seasonings

High color strength and excellent plating deliver bold, vibrant shades at lower use levels in seasoning blends.



Extruded cereals

Outstanding heat and pH stability deliver bright, vibrant reds that withstand even the toughest extrusion conditions.



Baked goods

Create vivid red shades that maintain their intensity through neutral pH systems and baking processes.



Frostings

The easy dispersion and excellent light stability deliver smooth, vibrant frostings that retain their shade throughout shelf life.

ColorFruit® Red Radish Powder	
GIN	727731
Strength	65CU
Format	Water-soluble powder
Shelf Life	548 days, 4 - 8°C / 39 - 46°F
Labeling	US: Vegetable juice (color) or Colored with vegetable juice EU: Color: Anthocyanin or Color: E 163

Want to learn more?

Contact us to speak to our team of experts and discover how Oterra can help you meet your red goals.

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