



A guide for shade options for cereals & extruded snacks

Converting to natural from FD&C Colors -
US Region



Change is *natural*

As the US food and beverage industry move to natural colors to comply with the FDA & HHS announcement to phase out FD&C colors by the end of 2026, we've compiled some of our favorite natural shades for your conversion.

Don't see the shade you're looking for? Click or scan the QR code to connect about finding your perfect dosage and custom solutions.



Natural Pink solutions

Pink

FruitMax® Red 112 WSP



Source: Sweet Potato

- Stable to heat, light, and oxidation
- Easy to mix powder form
- Ambient storage
- Minimally processed/coloring foods

FruitMax® Red 112 WSP



Source: Sweet Potato

- Unique red to pink shade
- Stable to heat, light, and oxidation
- Easy to mix powder form
- Ambient storage
- Minimally processed/coloring foods

ColorFruit® Red 107 WSP



Source: Red Sweet Potato

- Unique bright red to pink shade
- Cost efficient
- Stable to heat and light
- High concentrated powder
- Less sensitive than other anthocyanins
- Ambient storage possible

FruitMax® Red 108 WS



Source: Sweet Potato & Black Carrot

- Reddish shade
- Flavor neutral
- Minimally processed/coloring foods

Benefits may vary according to the product used

Natural Pink solutions

Pink

FruitMax® Red 107 WS



Source: Red Sweet Potato & Black Carrot

- Reddish shade
- Flavor neutral
- Minimally processed/coloring foods

Benefits may vary according to the product used

Natural Red solutions



ColorFruit® Red 107 WS



Source: Red Sweet Potato

- Even color dispersion
- No specking
- Easy to use
- Intense color with lower dosages
- No oil impact in fat base

**ColorFruit® Red 107 WSP +
AFC W/S 3X \ 43LB**



Source: Sweet Potato & Annatto

- Customizable red shade with two products

**ColorFruit® Red 107 WSP +
AFC W/S 3X \ 43LB**



Source: Red Sweet Potato & Annatto

- Customizable red shade with two products

Benefits may vary according to the product used

Natural Orange solutions

Orange

MicroCap® P-21-WSS-P-125-500



Source: Paprika

- Encapsulated for high stability
- High strength
- Easy to mix powder
- Ambient storage

AFC W/S 3X \ 43LB



Source: Annatto

- Cost efficient
- Stable to heat and light
- Water soluble (bixin) liquid

CapColors® A-8-WSS-145



Source: Annatto

- Stable to heat, light, low pH, and oxidation
- Water dispersible (bixin) liquid

P-20000-EWS



Source: Paprika

- Cost efficient
- Stable to heat, low pH, and light
- Improved oxidation stability

Benefits may vary according to the product used

Natural Yellow solutions

Yellow

CapColors® T-15-WSS-P-500



Source: Turmeric

- High coloring ability
- Very stable to heat
- Encapsulated for stability
- Easy to mix powder
- Ambient storage

T-10-WSP



Source: Turmeric

- Stable to heat, low pH, and oxidation
- Easy to mix powder

LiquidCap® T-WSS-111



Source: Turmeric

- High coloring ability
- Encapsulated for improved stability
- Liquid

ColorFruit® Yellow 400 WSS



Source: Beta Carotene

- Cost efficient
- Stable to heat, low pH, and light
- Liquid

Benefits may vary according to the product used

Natural Yellow solutions

Yellow

ColorFruit® Yellow 400 WSS



Source: Beta Carotene

- Cost efficient
- Stable to heat, low pH, and light
- Liquid

FruitMax® Pineapple 700 WSP



Source: Orange Carrot

- Very stable to heat, low pH, and light
- Easy to mix powder
- Minimally processed/coloring foods

BC-1-WS-P



Source: Natura Identical Beta Carotene

- Cost efficient
- Stable to heat, low pH, and light
- Easy to mix powder
- Palm oil free

BC 1000 OYS WSP



Source: Nature Identical Beta Carotene

- Stable to heat, low pH, and light
- High strength
- Easy to mix powder

Benefits may vary according to the product used

Natural Yellow solutions

Yellow

BC-140A-WSS



Source: Natura Identical Beta Carotene

- Cost efficient
- Stable to heat, low pH, and light
- Liquid

Benefits may vary according to the product used

Natural Green solutions



ColorFruit® Green 1312 WSP



Source: Jagua Fruit & Turmeric

- High strength
- Very stable to heat
- Easy to mix powder
- Ambient storage

Benefits may vary according to the product used

Natural Blue solutions



ColorFruit® Blue 900 WSP



Source: Jagua Fruit

- High strength
- Very stable to heat
- Easy to mix powder
- Ambient storage

Benefits may vary according to the product used

Natural Violet solutions

Violet

FruitMax® Cranberry Bright 510 WS



Source: Black Carrot

- Cost efficient
- Bluish pink to purple shade (pH dependent)
- Stable to heat, light and oxidation
- Liquid, water soluble (10 CU)
- Flavor neutral
- Minimally processed/coloring foods

FruitMax® Red 101 WSP



Source: Black Carrot

- Bluish pink to purple shade (pH dependent)
- Stable to heat, light and oxidation
- Powder (12 CU)
- Flavor neutral
- Minimally processed/coloring foods

ColorFruit® Red 108 WSP



Source: Black Carrot

- Bluish pink to purple shade (pH dependent)
- Stable to heat, light and oxidation
- High strength powder (40 CU)
- Flavor neutral
- Minimally processed/coloring foods

Benefits may vary according to the product used

Natural Brown solutions

Brown

FruitMax® Raspberry 110 WS



Source: Caramelized sugar

- Golden brown shade
- Alternative to caramel type C/Class III and type D/Class IV
- Very stable to heat, light, pH and oxidation
- Liquid (14,000 EBC)
- Minimally processed/coloring foods

ColorFruit® Red 108 WSP + T-10-WSP



Source: Black Carrot & Turmeric

- Customizable brown shade with two products

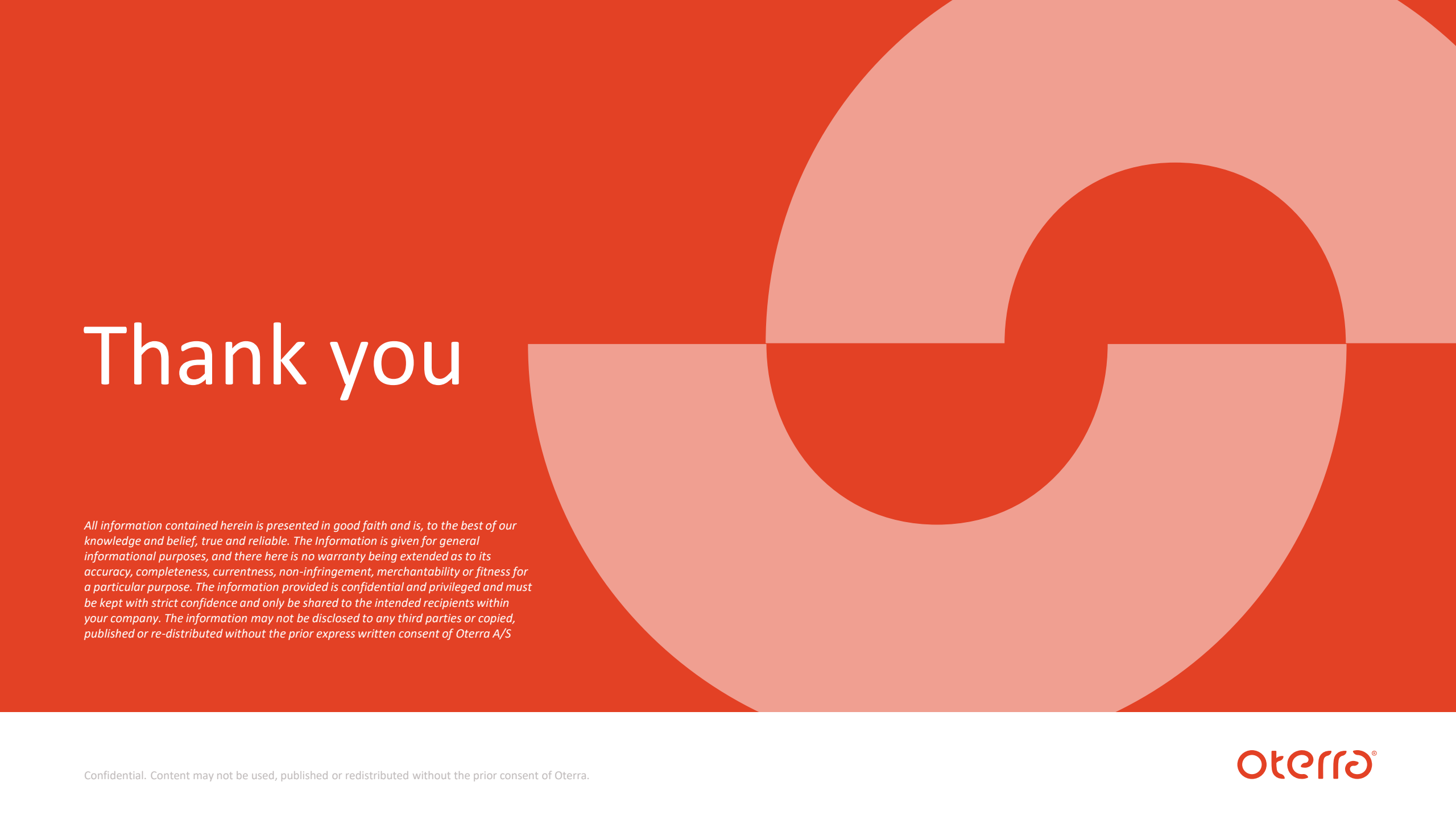
ColorFruit® Red 108 WSP + T-10-WSP



Source: Black Carrot & Turmeric

- Customizable brown shade with two products

Benefits may vary according to the product used



Thank you

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