



oterra™

# I-Colors® Bold

## Redefining color *intensity*

### in snack seasonings

A spectrum of vivid powder  
colors for bold visual impact

**Recommended for:** Snack seasonings, instant food seasoning blends, herb and spice mixes



# I-Colors® Bold – redefining color *intensity* in snack seasonings

In seasoning mix for savory snacks, the I-Colors® Bold range delivers what standard powder colors or oil soluble colors can't. I-Colors® give intense, vibrant shades to the powder mix in a range of dry savory applications including seasonings, soups, and sauces.

## A full range of bold, natural I-Colors® for matching the snack flavors consumers want

### Perfect plating

The reduced particle size of I-Colors® ensures an efficient, uniform plating of a seasoning powder mix with no irregular spots and with a strong color impact.

### No dephasing

I-Colors® particles firmly plate the powder mix and do not separate during production, transport or storage ensuring consistent product quality.

### No limitations

With I-Colors® there are not the same dosage limitations\* as with oil-soluble liquid colors. Attempts to reach an intense shade with OS colors may lead to a color dosage so high that the seasoning mix becomes too wet to apply.

### Natural alternative

Based on natural sources, the I-Colors® range delivers intense powder colors and performance to rival those of synthetic lakes.



### Intense and impactful



Oil soluble color



I-Colors®



Oil soluble color



I-Colors®

### Ideal and natural alternative



Synthetic



Synthetic

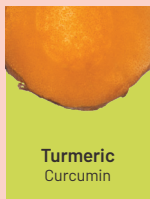


Natural I-Colors®

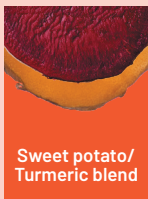


Natural I-Colors®

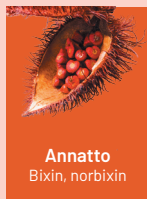
## I-Colors® Bold range based on natural raw materials



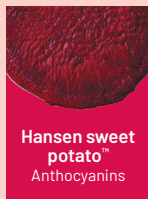
Turmeric  
Curcumin



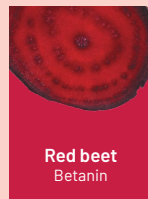
Sweet potato/  
Turmeric blend



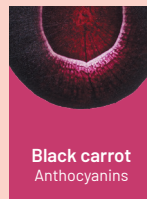
Annatto  
Bixin, norbixin



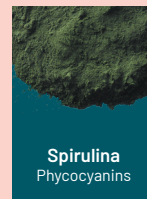
Hansen sweet  
potato™  
Anthocyanins



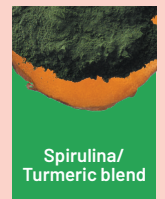
Red beet  
Betanin



Black carrot  
Anthocyanins



Spirulina  
Phycocyanins



Spirulina/  
Turmeric blend

\* In terms of technical feasibility. Regulatory restrictions may apply.

# Interested?

Check out our website for more inspiration.