



oterra™

# An *intense* red color like no other

Bright red and orange shades based on the  
award-winning Hansen sweet potato™  
*Ipomoea batatas*



**Recommended for:** Hard candy, dragees, extruded licorice, gummies, chewy candy and foam candy

# An *intense* red color like no other

Our award-winning Hansen sweet potato™ fills a market gap for red. It's well known that most natural reds have challenges regarding stability, shade and/or off-flavor. The Hansen sweet potato™ *Ipomoea batatas* helps solve these major challenges, so we've built a vertically integrated supply chain to bring these benefits to you.

## Unique shade

Produces vibrant orange and red shades that are difficult to achieve with other natural reds.


## No off-flavor

Unlike other anthocyanins such as red radish, the Hansen sweet potato™ is flavor neutral.

## Stable

The Hansen sweet potato™ offers the best combination of heat, light and oxidation stability.

## Minimally processed

Produced with gentle methods, coloring foods are not considered an additive. Look for the FruitMax® symbol. 

## New high strength powder

Easy to use and cost efficient, the Hansen sweet potato™ is now available in a concentrated powder formulation.

## Fast response times

Scalable production and year-round harvest means increased flexibility for unforeseen demand.



Our label friendly Hansen sweet potato™ and safflower blend provide a bright orange shade that can replace carminic acids, sunset yellow and natural beta-carotene in confectionery.



The Hansen sweet potato™ and safflower blend is perfect for orange foam confectionery as it is more stable towards oxidation than other natural sources such as a beta-carotene, paprika and orange carrot.



Provides a true, fire-engine red shade in transparent matrices such as jellies and hard candy. It's a great color alternative to red carmine, allura red and red radish.



Our new high strength powder provides intense red shades with low dosage and thereby reduces the impact on the panning syrup and panning performance. Produces the brightest of reds.

## RECOMMENDED PRODUCTS

### I-Colors® Orange 1308 WSP

GIN 726600

Hansen sweet potato™,  
turmeric

### FruitMax® Orange 1300 WS

GIN 719188

Safflower,  
Hansen sweet potato™



### FruitMax® Red 110 WS

GIN 719191

Hansen sweet potato™,  
safflower



### FruitMax® Red 104 WSP

GIN 718975

Hansen sweet potato™,  
concentrate



### ColorFruit® Red 107 WSP

GIN 720088

Hansen sweet potato™

### I-Colors® FM Red 126 WSP

GIN 726583

Hansen sweet potato™,  
concentrate



### I-Colors® Red 125 WSP

GIN 726597

Hansen sweet potato™

### FruitMax® Red 108 WS

GIN 718919

Hansen sweet potato™,  
black carrot



### FruitMax® Red 107 WS

GIN 718832

Hansen sweet potato™,  
black carrot



## Interested?

Give us a call or  
check out our  
website for more  
inspiration.