



Looking for *natural* alternatives to FD&C Red 3?

Align with regulations and consumer desires using
enticing shades of pink and red from nature



Recommended for: Food and beverage products containing FD&C Red 3

US edition

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Best known for its pink color, Red 3 was historically a popular choice in confectionery and bakery products. But, amidst continued consumer concern over the consumption of artificial colors, the FDA has stepped in. They recently revoked the authorisation to use FD&C red No. 3 from foods and ingested drugs. This has given brands the opportunity to revamp their portfolio with upgraded products promoting natural colors their consumers can feel good about.

Applications and colors used to achieve pink and red shades

Gummies



FD&C Red 3



Sweet potato*



Sweet potato*

*Contains Hansen sweet potato™ - Oterra's exclusive variety providing vivid red shades with unparalleled color strength and stability.

Panned candy



FD&C Red 3



Sweet potato



Hansen sweet potato™ and black carrot

Icing



FD&C Red 3



Red beet



Hansen sweet potato™

Sprinkles



FD&C Red 3



Red beet



Sweet potato

Compressed tablets



FD&C Red 3



Sweet potato



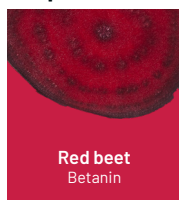
Red beet

Interested?

Or need more alternatives?
Contact us.



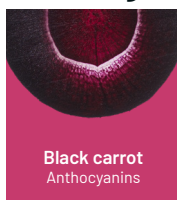
Popular raw materials for achieving FD&C Red 3 shades



Red beet
Betanin



Hansen sweet
potato™
Anthocyanin



Black carrot
Anthocyanins



Cochineal



Fungus carotene
Beta-carotene