

# Snacking starts at first *sight*

Increasingly, consumers seek new, bold experiences with snacking. Colors from nature are a treat for the eyes.

Over the last few years, we have seen a boom in new innovations inspired by regional cuisines and flavors driving the growth in the snacking category. Based on recent surveys\*, there has been a double-digit growth of over 40% compound annual growth rate (CAGR) in the popularity of Southeast Asian and Mediterranean flavors showcased in snacks. This exciting growth in choice and variety has driven a need for other shades of seasonings to match the flavors, beyond the most popular orange and yellow.

With the rising focus on healthy snacking, consumers globally prioritize natural ingredients. Over one-third\* believe reducing non-healthy ingredients or using natural alternatives is key. Colors from natural sources address these demands effectively.

\* Source: Innova Top 10 Trends on Snacking, 2024

2 in 3\*

consumers globally say "I am open to trying new global cuisines".



Turmeric



Nature identical beta-carotene



Paprika



Red beet



Caramelized sugar



Green leaf plant

**I-Colors®**  
**Yellow 902 WSS-P**  
Turmeric

**BC-3000-OS**  
Nature identical beta-carotene

**CulinaColor™**  
**Orange 251 OS**  
Paprika

**I-Colors®**  
**Red 125 WSP**  
Sweet potato

**I-Colors®**  
**Red 122 WSP**  
Black carrot

**FruitMax®**  
**Pink 1100 OS**  
Red Beet

**FruitMax®**  
**Brown 1200 OS**  
Caramelized sugar

**C-3000-OS-Paste**  
Green leaf plant

Our best-selling product, CulinaColor™ Orange 251 OS benefits include:

- Bright orange shade
- Natural alternative to the artificial color, sunset yellow
- Minimal off-taste
- Excellent light & heat stability

*Interested?*

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



Scan to see more Oterra color products

**Oterra™**