



oterra™

Innovate and enhance your beverage concentrates with *natural* colors

We're here for you every step of the way
with colors from nature

Recommended for: Foodservice beverage

US edition



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By using natural colors creatively, you can appeal to consumer preferences, innovate your product portfolio, improve your sustainability position, and differentiate from the competition.

89% of consumers classify "better-for-you" products in foodservice outlets to be free from artificial ingredients

Source: FMCG GURUS: Foodservice and the Rising Cost of Living - Global - 2022

77% of global consumers find sustainable/ environmentally friendly features to be essential or nice to have

Source: GlobalData Top Trends in Foodservice 2023

The conscious consumer will not compromise

Consumers have become more conscious of the quality of the food and drinks they consume due to health and environmental concerns. They are not willing to compromise when it comes to quality and are willing to trade up for better quality products. Strong environmental credentials and using natural ingredients influence consumer perceptions on whether a foodservice outlet is premium, making their menu more trustworthy and appealing.

75% of consumers state that using only natural and 'real' ingredients makes a foodservice outlet trustworthy

Source: FMCG-Gurus-Foodservice Regional Report North America

A small selection of our vibrant colors for foodservice beverage

Red	Red	Orange red	Orange	Yellow	Pink	Violet
						
FruitMax® Cranberry Bright 510 WS	FruitMax® Red 116 WS	ColorFruit® Red 400 WSS or NBC Red 200 WSS	Vegex® Tangerine 520 WS	NBC Yellow C 100 WSS	FruitMax® Pink 101 WS	FruitMax® Quetsch WS
Black carrot	Hansen sweet potato™, Black carrot	Fungus carotene	Cochineal	Fungus carotene	Sweet potato	Black carrot (violet shade)
712650	723034	724896 or 714074	703750	700282	716892	706503