



Oterra™

*Simply* Brown,  
non-caramel browns  
for beverages

Meet nature's #1 non-caramel brown

**Recommended for:** Cordials, energy drinks, soft drinks, juice drinks, powdered beverages, alcoholic beverages, dairy and non-dairy drinks



# Simply Brown, simply non-caramel browns for beverages

Simply Brown is **nature's #1 non-caramel brown**. Caramel is one of the oldest beverage colors and has been widely used due to its appealing golden-brown hue and stability. However, as consumers look for cleaner labels, there is a growing demand for replacing traditional caramel colors with natural non-caramel solutions.

### Simply cooked

Simply produced from apples by a gentle cooking process to ensure no caramelization, Simply Brown products deliver golden to brown shades and are a good replacement for caramelized sugar and caramel class 1/A.

### Simply clean

Simply Brown non-caramel products are true clean alternatives to caramel colors. They are free from:

- 4-MEI
- SO<sub>2</sub>
- Gluten

### Simply versatile

Excellent stability across a whole spectrum of beverage applications including:

- Still and sparkling soft drinks
- Juice drinks
- Milk drinks
- Alcoholic beverages

### Simply flexible

Simply Brown products are available in both powder and liquid formats. This enables easier switching to non-caramel without the need to change production set-up.

### Simply labelled

Derived from apple, the Simply Brown non-caramel products are regulatory acceptable globally and have clear and clean labelling e.g: Apple concentrate (EU) and Fruit juice (color) (US).



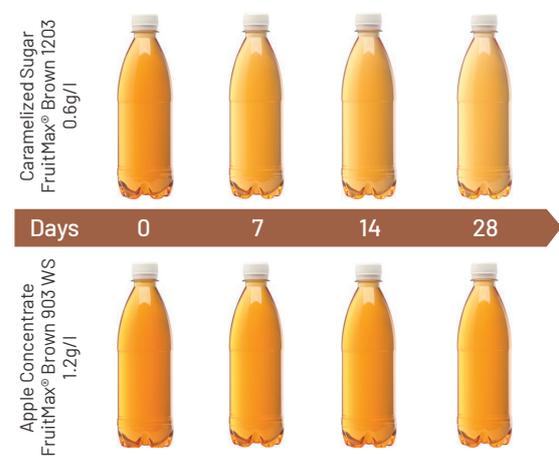
### Simply from apples

Simply Brown non-caramel products produce golden brown to brown shades for a variety of food and pet food applications.

726483	FruitMax® Brown 904 WSP
726480	FruitMax® Brown 903 WS

### Caramel performance, Non-Caramel labelling

Where caramels and caramelised sugars work, Simply Brown works too. In accelerated stability tests, the performance of caramelised sugar and simply brown were the same, making simply brown the perfect replacement!



Accelerated Tests, 22°C, UV Light  
Soft drink base, 11°Brix, pH 3.9, 150ppm Ascorbic acid

# Solutions

Are you looking for minimally processed colors?



Look no further than FruitMax® - our range of minimally processed fruit and vegetable concentrates that meet consumers' need for natural, recognizable ingredients.