

Looking for *natural*, vegetarian alternatives to red carmine?

From red to pink, there's plenty of natural options. Explore with us!

Carmine derived from cochineal has historically been a widely used source for natural red color because of its versatility and excellent stability to heat and light. However, the increased consumer interest in plant-based, vegan and vegetarian diets drives demand for alternative natural red color solutions for food and beverage. According to Innova Market Insights, launches of colored F&B products with vegetarian positioning has increased 13.5% since 2021.

Why food manufacturers look for alternatives to carmine:



To meet vegetarian, kosher and halal requirements



No dosage restrictions from aluminum lakes



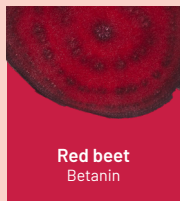
Supply stability and cost-efficiency from alternatives



Costs and supply fluctuations

	Fermented sausage	Emulsified sausage	UHT milk	Milkshake	Sponge cake	Jelly gum/gummies	Panned candy
Colored with carmine							
Colored with alternative raw materials							
Benefits of alternative raw material	Red beet: <ul style="list-style-type: none"> Cost-efficient No dosage restriction from aluminium-lake 	Hansen sweet potato™: <ul style="list-style-type: none"> Good heat stability The reddest of anthocyanins at higher pH 	Lycopene: <ul style="list-style-type: none"> Heat stable Reddish also in neutral pH bases 	Hansen sweet potato™: <ul style="list-style-type: none"> Good heat stability No off-flavor The reddest of anthocyanins at higher pH 	Hansen sweet potato™: <ul style="list-style-type: none"> Good heat stability No off-flavor The reddest of anthocyanins at higher pH 	Hansen sweet potato™ & Black carrot: <ul style="list-style-type: none"> Bright red shades at low pH Good heat and light stability No off-flavor 	Red beet & Fungus carotene: <ul style="list-style-type: none"> Red blend that does not require low pH No off-flavor

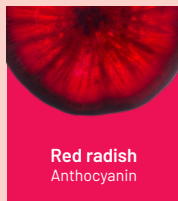
Several natural raw materials can replace carmine. It depends on your application



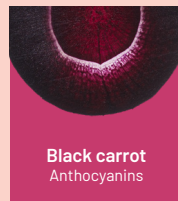
Red beet
Betanin



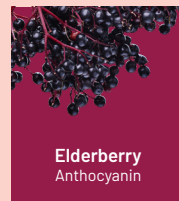
Hansen sweet potato™
Anthocyanin



Red radish
Anthocyanin



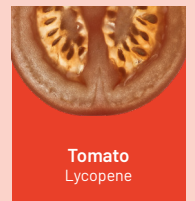
Black carrot
Anthocyanins



Elderberry
Anthocyanin



Fungus carotene
Beta-carotene



Tomato
Lycopene

Interested?

Or need more alternatives? Contact us.