



Oterra™

Simply Brown - simply non-caramel

Meet nature's #1 non-caramel brown



Recommended for: Bakery, cereals, savory, dairy, edible ice, confectionery, pet food

US edition

Simply Brown – simply non-caramel

Simply Brown is **nature's #1 non-caramel brown**. Caramel is one of the oldest food 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
- SO₂
- Gluten

Simply versatile

Excellent stability and diversity in application, makes the Simply Brown range versatile. They work in a variety of applications including:

- Bakery & cereals
- Confectionery
- Dairy
- Pet food

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
726494	FruitMax® Pet Brown 904 WSP
726480	FruitMax® Brown 903 WS
726482	FruitMax® Pet Brown 905 WS

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.

Contact us regarding your project

With our full range of products and application expertise, we can help you achieve your color goals.