

oterra®

# A guide for shade options for RTD beverages

Converting to natural from FD&C Colors -  
US Region



# Change is *natural*

As the US food and beverage industry move to natural colors to comply with the FDA & HHS announcement to phase out FD&C colors by the end of 2026, we've compiled some of our favorite natural shades for your conversion.

Don't see the shade you're looking for? Click or scan the QR code to connect about finding your perfect dosage and custom solutions.



# Natural Pink solutions

Pink

FruitMax® Pink 101 WS



Source: Purple Sweet Potato

- Bright pink shade at low dosage
- Vibrant pink shade at high dosage
- Transparent
- No neck ringing
- Covers large spectrum of colors

Benefits may vary according to the product used

# Natural Red solutions



FruitMax® Red 116 WS



Source: Red Sweet Potato & Black Carrot

- Unique crystal clear shade at any dosage
- Improved stability and scalable supply
- Optimized organoleptic performance
- Global compliance for clean label

FruitMax® Red 116 WS



Source: Black Carrot

- Transparent
- Stable to light, heat, and oxidation
- No neck ringing
- High strength powder
- Neutral sensory profile
- Minimally processed/coloring foods

ColorFruit® Red 108 WSP



Source: Black Carrot

- Cost efficient
- Transparent
- Highly concentrated powder
- Versatile application fields

ColorFruit® Carrot 9WS



Source: Black Carrot

- Transparent
- Low CIU
- Versatile application fields

Benefits may vary according to the product used

# Natural Orange solutions



CapColors® Orange 408 WSS



Source: Beta Carotene

- Cloudy
- Lower dosages
- Encapsulated for stability
- Preservative free

NBC Red 200 WSS



Source: Fungus Beta Carotene

- Versatile orange shade
- Cloudy
- Fruity aspect
- Highly stable in difficult conditions

P-20,000 EWS



Source: Paprika

- Cost efficient
- Transparent
- No neck ringing
- Heat stable

FruitMax® Orange 1600 WS



Source: Orange Carrot

- Unique bright orange shade
- Cloudy
- Flavor neutral
- Stable to heat and light
- Minimally processed/coloring foods

Benefits may vary according to the product used

# Natural Yellow solutions



ColorFruit® Yellow 403 WSS



Source: Beta Carotene

- Low CIU
- Bright yellow to orangish shade
- Transparent
- Stable to light, heat, and oxidation
- Neutral sensory profile

ColorFruit® Yellow 400 WSS



Source: Nature Identical Beta Carotene

- Stable to oxidation
- Neutral sensory profile
- Transparent

ColorFruit® Yellow 003 WSS



Source: Nature Identical Beta Carotene

- Low CIU
- Bright yellow to orangish shade
- Transparent
- Stable to light, heat, and oxidation
- Neutral sensory profile

BC-100Y-WSP



Source: Nature Identical Beta Carotene

- Bright yellow shade
- Cloudy
- Low CIU
- Longer shelf life

Benefits may vary according to the product used

# Natural Green solutions



ColorFruit® Yellow 003 +  
ColorFruit® Blue 900 WSP\*



Source: Beta Carotene & Jagua  
Fruit

- Customizable green shade with 2 products
- Easily dissolves
- Stable to fortification

ColorFruit® Blue 900 WSP +  
NBC Yellow C 100 WS\*



Source: Jagua Fruit & Beta  
Carotene

- Customizable green shade with 2 products
- Easily dissolves
- Stable to fortification

Benefits may vary according to the product used

\*Xanthan gum at 0.05%, pH: 3.0

# Natural Blue solutions



ColorFruit® Blue 900 WSP\*



Source: Jagua Fruit

- Unique blue shade
- Easily dissolves
- Stable to fortification
- Very heat stable

ColorFruit® Blue 900 WSP\*



Source: Jagua Fruit

- Unique blue shade
- Easily dissolves
- Stable to fortification
- Very heat stable

Benefits may vary according to the product used

\*Xanthan gum at 0.05%, pH: 3.0

# Natural Violet solutions



ColorFruit® Blue 900 WSP +  
Fruitmax® Pink 101 WS\*



Source: Jagua Fruit & Purple Sweet Potato

- Neon purple shade, unattainable with synthetic colors
- Customizable purple shade from 2 colors

ColorFruit® Blue 900 WSP +  
ColorFruit® Carrot 9 WS\*



Source: Jagua Fruit & Black Carrot

- Customizable purple shade from 2 colors
- Natural match for red 40 and blue 1

Benefits may vary according to the product used

\*Xanthan gum at 0.05%, pH: 3.0

# Natural Brown solutions

Brown

FruitMax® Brown 903 WS



Source: Cooked apple juice

- Cost efficient
- Dark golden brown shades
- Stable solution
- Minimally processed/coloring foods

ColorFruit® Brown 1207 WS



Source: Caramel A/Class I

- Cost efficient
- Reddish brown shade
- Acid stable type a caramel
- Produced without additives
- Alternative to E150d to avoid 4-MEI

ColorFruit® Brown 1210 WS



Source: Caramel B/Class II

- Cost efficient
- Very stable to light, low pH, and heat
- High hue-index
- Good stability in spirits (up to 70% vol.)

ColorFruit® Brown 1215 WS



Source: Caramel D/Class IV

- Dark brown to black shade
- Low 4-MEI
- Very stable to heat, light, low pH, and oxidation
- Typical cola shade
- Low viscosity for easy handling

Benefits may vary according to the product used

# Thank you

*All information contained herein is presented in good faith and is, to the best of our knowledge and belief, true and reliable. The Information is given for general informational purposes, and there here is no warranty being extended as to its accuracy, completeness, currentness, non-infringement, merchantability or fitness for a particular purpose. The information provided is confidential and privileged and must be kept with strict confidence and only be shared to the intended recipients within your company. The information may not be disclosed to any third parties or copied, published or re-distributed without the prior express written consent of Oterra A/S*