


# Stand out with *naturally* colored instant noodles


We have the right natural color solutions that can help you achieve the shades you are looking for in your instant noodle block.

Product name	BC-1-WSP	Vegex® NC 2C WS mct	A-720-WS-AP	CapColors® Orange 058 WSS	P-20,000-EWS	C-100,000-WSP
Source & Labelling	Nature Identical Beta Carotene 160a (i)	Natural Carotene 160a (iii)	Annatto 160b (ii)	Nature Identical Beta Carotene 160a (i)	Paprika	Green Leaf Plant 141 (ii)
Deep Fried						


## Key considerations when choosing colors for instant noodles




**Noodle making process.** It is critical that the color can withstand the high pH of the kansui solution and the high temperatures required for the noodle preparation process including steaming, deep frying or air drying. The right colors will stay stable throughout the process without changing or fading.



**Types of packaging.** Metalized foil packaging is often preferred, as it provides a stronger barrier to light and oxygen, which is important for some color pigments like curcumin.



**Intended shelf-life.** Most instant noodles have a shelf life of 6-12 months. The color used will need to be stable within this timeframe.



**Regulatory compliance for export markets.** Due to the diverse regulatory landscapes around the world, it is critical to ensure the colors used comply with the food regulations of the intended export markets.

## How we can help



**Application expertise in instant noodles.** Our application and technical teams have in-depth knowledge about natural colors and how they behave in the instant noodle manufacturing process.



**Global regulatory network.** We have an extensive global regulatory network that can assist in regulatory compliance checks to meet your needs.



**Widest range of natural colors.** As the largest provider of natural colors globally, we have one of the widest ranges of natural colors and coloring foodstuffs solutions for food and beverage applications.



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