

Edible Glitter™

SPRINKLE
On Some
SPARKLE

Edible glitter provides color and flavor while simplifying ingredient legends and reducing costs.

More Fun This Way →

Color

Starbucks' Unicorn Frappuccino caught the food and beverage industry by surprise when it debuted in April 2017. For some time, formulators had been so focused on replacing artificial colors with those from natural sources that they forgot how truly powerful color can be, as the coffeehouse giant showed us with this limited-edition color-changing, flavor-changing blended frozen beverage.

In case you missed the frenzy, the drink relied on "magical dust" that started out purple and changed to pink when stirred. At the same time, the flavor profile that started off sweet and fruity transformed to being pleasantly sour.

Consumers were mesmerized. They began experimenting and posting their own colorful creations on social media, with many sprinkling on glitter for extra sparkle. The glitter rage became so powerful so fast, that the U.S. Food and Drug Administration spoke up in early 2018, cautioning consumers to only use glitter specifically marked as edible.

This fascination with color and food is not new. After all, we eat with our eyes first, which is

why colorful, often flavorful, bits and pieces have long been used by product developers to add pizzazz to everyday foods ranging from baked goods to candies to snack foods.

Foodservice operators make use of these embellishments, too, as when decorating a soft-serve ice cream cone or garnishing a platter of finger food.



Color creates excitement. It also provides cues to flavor. It's an easy way to differentiate in an often times crowded marketplace.

Edible Glitter™ from Watson Inc., West Haven, Conn., can help food formulators, bakers and culinary professionals be creative. Edible Glitter flakes are toppings, inclusions and color-change systems. They come in a

wide variety of colors and can be flavored and shaped. Watson's Edible Glitter product line is fully edible and classified as a food product.

There's an Edible Glitter for every food application. There are bake-stable, fry-stable and freeze/thaw-stable options, as well as soluble and insoluble forms for additional creativity. Learn more about what Edible Glitter is, what it is made of and how Watson makes it.



Coverage



Cupcake with 1 gram of jimmies

VS.



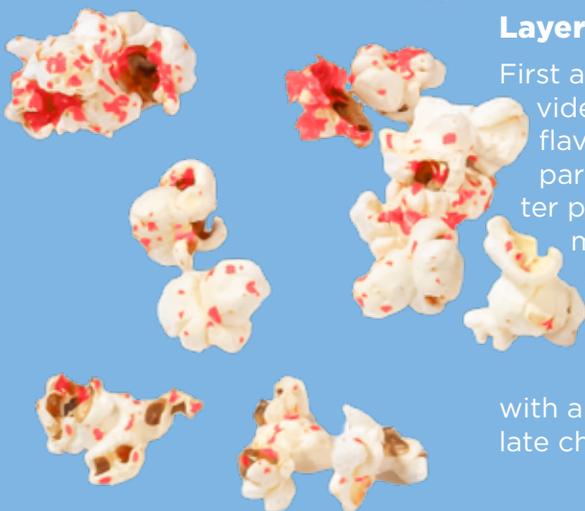
Cupcake with 37.83 mg of Edible Glitter

Coverage is a very attractive attribute of Edible Glitter. This is especially true with baked goods, where a baker wants to cover the maximum amount of units with a pound of topping. Here you see what 227 milligrams of jimmies and Edible Glitter looks like. Edible Glitter, by far, covers a lot more units.

Innovation Opportunity:

Layering on Flavor

First and foremost, Edible Glitter is designed to add color and provide sparkle to foods. But it's also a useful tool to add a layer of flavor, a flavor that may not be appreciated—or even desired—as part of the base item. When delivered as a topping, Edible Glitter provides an extra little something to get the consumer craving more. Think butter popcorn with a dusting of chipotle-flavored smoky red glitter or chocolate cheesecake topped with vanilla bean-flavored hearts. Edible Glitter is also a fun way to add excitement to mix-ins used in dual-compartment yogurts, especially those for children. Think plain, unsweetened yogurt with a sidecar of strawberry-flavored red stars and mini milk chocolate chips. Sugar stays low while flavor and color explodes.



Q&A:

Understanding Edible Glitter™



Gavin Watson

Vice-President of
Operations, Watson Inc.

Edible Glitter™ provides food formulators, bakers and culinary professionals with an easy way to innovate. These colorful flakes can be customized to meet labeling claims, as well as add value in terms of flavor innovation and marketplace differentiation. There's an Edible Glitter™ for every food application, according to Gavin Watson, vice-president of operations, Watson Inc. Food Business News spoke with Mr. Watson to better understand Edible Glitter™ and the economical and logistical benefits in using it in large-scale commercial operations.

Food Business News: What is Edible Glitter?

Mr. Watson: Watson's Edible Glitter is a gum Arabic-based film. By weight, the glitter is almost 100% gum Arabic. The only other ingredient is often color. It's the customer's choice of color, either FD&C (exempt colors) or from natural sources. The glitter can also contain flavor, natural or artificial. We can use flavors from any flavor house and often formulate using a customer's proprietary flavors provided to us from their preferred supplier. Some of the great things about Edible Glitter is that it is allergen free and contains no sugar or hydrogenated vegetable oil. It's also free of partially hydrogenated oils (P.H.O.s), which is not the case with many jimmy-style sprinkles.

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FBN: What is gum Arabic?

Mr. Watson: Also called gum Acacia, gum Arabic is the dried, gummy exudate from stems and branches of trees of various species of the genus *Acacia*, family Leguminosae. It is used in many food applications, including beverages, frostings, dairy products, candies and snack foods. The Acacia tree, which is native to semi-desert regions of sub-Saharan Africa, is of great economic importance to the region. The exudate is harvested by local farmers and recognized as an export success story. It's a growing business, as gum Arabic is embraced by the food and beverage industry as a natural, clean-label ingredient.



Gum Acacia Tree at Sunset

FBN: How is Edible Glitter produced?

Mr. Watson: We produce Edible Glitter in our West Haven, Conn., facility that is 100% powered by renewable wind energy. The flake-style Edible Glitter is made from an aqueous solution cast onto a stainless steel belt on the production line. The solution is heated to evaporate off the water, leaving dried film sheeting. The film sheet is collected at the end of the production line, where it is milled into randomly shaped flakes and sifted to the desired mesh size. Mesh sizes range from 8 to 60, with the latter resembling dust.



Watson Film Line

Edible Glitter shapes include an additional step. The dried film sheet is wound up on a roll at the end of the line. This film is then passed through a die to cut out the desired shape. We have standard shapes, such as stars and hearts, and can also customize dies for our customers.

FBN: What are some other customized attributes that can be designed into Edible Glitter?

Mr. Watson: Our original flake line is made with FD&C colors, while our newer natural line uses colors sourced from nature, such as red cabbage juice, turmeric and radishes. We also offer metallic-colored flakes for innovators looking for a product with even more shine and shimmer. These include a mica-based pearlescent pigment. All three glitters hold up well on products with low active moisture, which means you can put it on frostings and baked goods, but they will dissolve in water. They also work well in cereals, confections, gelatin desserts, hard and soft candies (including lozenges), nutritional supplement tablets and gelatin capsules, and chewing gum.

Edible Glitter Slow Soluble was designed for use in high-moisture systems when a very-slow dissolving particle is desirable. This is

achieved through the addition of sodium alginate. There's also Edible Glitter Insoluble, which is made from calcium alginate and water-insoluble FD&C colors. Both of these can be used with drink mixes to provide entertainment value. Or, they can be part of the mix-in portion of a yogurt cup. The innovation opportunities are infinite.

FBN: What are the best applications for Edible Glitter?

Mr. Watson: Edible Glitter can be used anywhere that you would use traditional sprinkles, plus a lot of places where you can't. For example, typical jimmies are made of fat and sugar, and they will melt if added to the syrup for a hard candy. Edible Glitter can



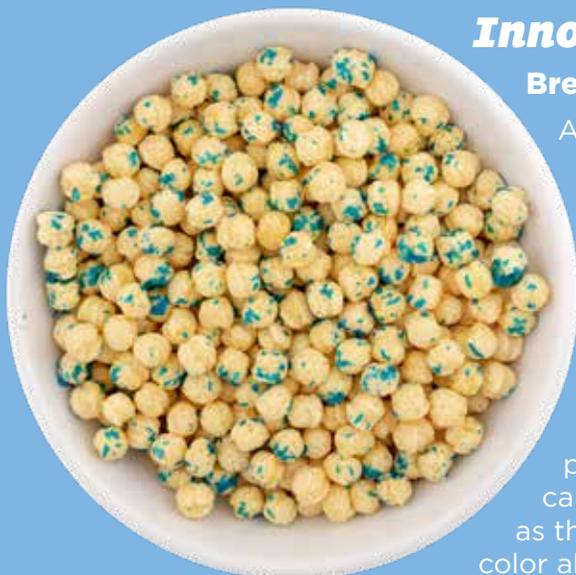
Edible Glitter Slow Soluble provides entertainment value to bottled water. It's added via a dried drink mix and may be formulated to change color and add flavor.

Lastly, we also offer a hydroxypropylmethylcellulose-based glitter. This was specially designed to withstand deep frying temperatures long enough to set most batters.

take the heat. Also, Edible Glitter is so light, it will stick to the surface of a powdered sugar doughnut when jimmies would just bounce off. These little flakes are like magic.

Our Edible Glitter products are heat stable. The glitter can be baked without browning or burning in temperatures up to 450° F. When used in frozen desserts and frozen baked

Innovation Opportunity: **Breakfast Cereal**



A growing number of today's consumers are looking for foods and beverages free from artificial color. In some categories, such as breakfast cereal, natural colors often become muted because of the heat encountered during extrusion. This is unappealing, especially to children who are drawn to bold, vibrant colors. Edible Glitter colored with plant-based extracts may help. These shiny vibrant flakes are applied to the cereal after extrusion and expansion, during the coating process. The glitter adheres to the cereal piece and the plantbased colors avoid the high-heat step. Further, some plant-based colors may impart undesirable flavor in cereal. That can be minimized with Edible Glitter because less color is used, as the color is only applied to the outer surface of the cereal. Less color also provides a cost savings.

goods with little free moisture content, they will maintain piece identity. If there's moisture, they will dissolve slightly, creating a desirable colorful effect.

Traditional sprinkles, such as jimmies, nonpareils and colored sugar, weigh a lot and are bulky. Edible Glitter is a thin, lightweight flake.

FBN: How does Edible Glitter save money and space?

Mr. Watson: Traditional sprinkles, such as jimmies, nonpareils and colored sugar, weigh a lot and are bulky. Edible Glitter is a thin, lightweight flake. A flat flake means lots of surface area, lots of color and very little weight. The result is that one pound of Edible

Glitter will cover the same amount of product as 20 pounds of jimmies-style sprinkles. Edible Glitter also covers more surface than colored sugar, while not contributing any “added sugars” to a formulation. The difference is even greater for our shapes. One pound of Edible Glitter stars, for example, will cover 80 times as many doughnuts or cupcakes as one pound of traditional star-shaped sprinkles. What this means is that you can save about 30% on the cost of your sprinkles if you are using jimmies and switch to Edible Glitter flakes. If you purchase 12,000 lbs. of jimmies at a time, this takes up five or six pallets of space in your warehouse. The equivalent amount of Edible Glitter would fit on a single pallet.

FBN: How does Edible Glitter simplify ingredient statements and improve Nutrition Facts?

Mr. Watson: Unlike traditional jimmies, Edible Glitter does not contain hydrogenated vegetable oils, P.H.O.s or sugar, so you are not adding unnecessary fat or sugar to the formulation. Based on the standard serving size of most products, switching from jimmies to Edible Glitter may provide a 10 calorie reduction per serving. Edible Glitter is also allergen free.

Innovation Opportunity: Limited-Edition Products

Limited-edition foods create an urgency for consumers to purchase. Around the holidays, shoppers are often willing to dig deeper into their pockets to purchase items to help them feel festive. Sports- and team-decorated foods provide spirit while seasonal items create ambiance. With Edible Glitter, the base item—that proven recipe craved by your customers—need not change, just the Edible Glitter. Chefs and foodservice operators can also use Edible Glitter to make prepared foods more festive. Fragile applications designed for immediate consumption can shimmer and shine when Edible Glitter is added. It's also a great way to add some extra flavor. Think peppermint-flavored Christmas trees and pumpkin-flavored jack-o-lanterns.



About Watson Inc.

Founded in 1939, family-owned Watson Inc., West Haven, Conn., develops and markets innovative, quality products and ingredient systems for the food and supplement industries with the goal of enhancing human health and nutrition around the world. Today the company is run by the third generation—James, Gavin, Mary and Moira—in 220,000 square feet of building space with more than 330 employees.

The company's expertise includes dry blending, nutrient premixes, microencapsulation, agglomeration, micronizing, spray drying and film technology. In the early 1960s, Watson's research and development team pioneered soluble and edible film technology. The company currently produces films on two state-of-the-art stainless-steel drying lines. It is this technology that makes Watson the leader in colored, flavored and shaped edible glitter products.

For more information on Edible Glitter, visit www.edibleglitter.com.

Edible Glitter™

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