

## SOLUTIONS FOR BEVERAGES

April, 2009

### Beverage trends, where are they going?

Beverages, one of the fastest changing market niche, has set the trend for the current food industry: inclusion of healthy ingredients,

scanty or no added sugar, no artificial colors or preservatives. Here color innovation together with flavor, can be the major growth drivers.

**BioColor** offers you an extended variety of natural colorants that will give your products the natural appearance you are looking for. We know that stability is the key issue: our solutions are highly stable, easy-to-use and cost-effective.



*HEALTHY INGREDIENTS*  
*NATURAL APPEARANCE*

Just tell us what you need! Our R&D professionals will give you a complete and unique customer support in your products' development.

A division of:



# SOLUTIONS FOR BEVERAGES



Some examples of our catalog products

Color*	Product	Solubility	Physical Form	Typical Usage Level (g/ kg)	Stability			Certification		Legislation		Application
					Light	T°	pH	Kosher	Halal	FDA	EC	
	Exakrom Red QE 401	WS	P	0.3 - 1.0	G	G	<4	✓	✓	✓	✓	
	Exakrom Red QE 501	WS	L	1.0 - 3.0	G	G	<4	✓	✓	✓	✓	
	Novakrom QE 301	WS	P	1.0 - 3.0	G	F	<4	✓	✓	✓	✓	
	Exakrom QE 101	WS	P	0.2 - 1.0	G	G	<4	–	–	✓	✓	
	NovaRed QM 101	WS	L	0.2 - 1.0	E	E	All	–	–	✓	✓	
	Biokrom Red QC 701	WD	P	0.2 - 1.0	E	E	All	–	–	✓	✓	
	Biokrom Orange QA 101	WS	L	0.2 - 1.0	E	E	<4	–	–	✓	✓	
	Biokrom Orange QA 201	WS	P	0.2 - 1.0	E	E	<4	–	–	✓	✓	
	Carokrom QT 401	WD	L	0.1 -0.5	G	E	All	✓	✓	✓	✓	
	Carokrom QT 501	WD	P	0.1 -0.5	G	E	All	✓	✓	✓	✓	
	Vegasan QH 201	WS	L	0.5 . 1.5	E	E	All	✓	✓	–	–	
	Betakrom QR 601	WD	P	0.2 - 1.0	E	E	All	✓	✓	✓	✓	
	Betakrom QR 801	WS	L	0.5 - 2.0	E	E	All	✓	✓	✓	✓	
	Vegagreen Plus QU 201	WS	L	0.2 - 0.8	G	G	All	✓	✓	–	✓	
	Vegagreen Plus QU 401	WS	P	0.5 - 1.5	G	G	All	✓	✓	–	✓	
	Vegablue QG 101	WS	L	1.0 - 3.0	E	E	All	✓	✓	–	–	
	Caramel QK 201	WS	L	0.5 - 2.0	E	E	All	✓	✓	✓	✓	
	Caramel QK 301	WS	P	0.2 - 1.0	E	E	All	✓	✓	✓	✓	
	Cloudy Agent QD 201	WD	L	0.5 - 2.0	E	E	All	–	–	✓	✓	

Legend	
E	= Excellent
G	= Good
F	= Fair
WS	= Water soluble
OS	= Oil soluble
WD	= Water dispersible
OD	= Oil dispersible
L	= Liquid
P	= Powder

Applications	
	Soft drinks
	Fruit juices
	Alcoholic beverages
	Wine cooler

\*These colors are the result of applying the product in a white base matrix at the typical usage level. Always remember to verify local legislation regarding restrictions in the use of these colorants.