

› SOLUTIONS FOR DRY MIXES

April, 2009

**Looking for innovative great mixes to meet your customers' demands?**

In dry mixes, customers look for a high flavor profile, great color and perfect texture; therefore, colors can be used as a visual cue for quality, to induce the perception of flavor and to meet consumers' expectations. BioColor has the experience to guide you in to naturally coloring your dry food mixes, such as powder beverages and gelatins, soups, cereal-based baby foods, baked goods or desserts. If you want to replace artificials, then come and ask the expert. Try our replacements for synthetic yellows, reds, among others. We have the perfect cost-effective solutions for your needs!

*ATTRACTIVE AND VIBRANT COLORS*

*EASY-TO-HANDLE IN POWDER FORM*

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 DRY MIXES

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 |             |
|        | Biokrom Red QC 201    | WS         | P             | 0.05 - 0.5                  | E         | E  | >4  | -             | -     | ✓           | ✓  |             |
|        | Biokrom Red QC 701    | WD         | P             | 0.2 - 1.0                   | E         | E  | All | -             | -     | ✓           | ✓  |             |
|        | Novared QM 201        | WS         | P             | 0.5 - 2.0                   | E         | E  | All | -             | -     | ✓           | ✓  |             |
|        | Vegared QB 201        | WS         | P             | 1.0 - 3.0                   | F         | F  | All | ✓             | ✓     | ✓           | ✓  |             |
|        | Exakrom QE 101        | WS         | P             | 0.5 - 2.0                   | G         | G  | < 4 | -             | -     | ✓           | ✓  |             |
|        | Novakrom QE 301       | WS         | P             | 1.0 - 3.0                   | G         | F  | < 4 | ✓             | ✓     | ✓           | ✓  |             |
|        | Exakrom Red QE 401    | WS         | P             | 0.5 - 2.0                   | G         | G  | < 4 | ✓             | ✓     | ✓           | ✓  |             |
|        | Biokrom Orange QA 201 | WS         | P             | 0.2 - 1.0                   | E         | E  | < 4 | -             | -     | ✓           | ✓  |             |
|        | Carokrom QT 201       | WS         | P             | 0.2 - 1.0                   | F         | E  | All | ✓             | ✓     | ✓           | ✓  |             |
|        | Carokrom QT 501       | WD         | P             | 0.1 - 0.5                   | G         | E  | All | ✓             | ✓     | ✓           | ✓  |             |
|        | Vegasan QH 101        | WS         | P             | 0.2 - 0.8                   | E         | E  | All | ✓             | ✓     | -           | -  |             |
|        | Betakrom QR 601       | WD         | P             | 0.2 - 1.0                   | E         | E  | All | ✓             | ✓     | ✓           | ✓  |             |
|        | Bixakrom QN 201       | WS         | P             | 0.05 - 0.5                  | E         | E  | >4  | ✓             | ✓     | ✓           | ✓  |             |
|        | Vegagreen QU 301      | WS         | P             | 0.2 - 0.8                   | G         | G  | >4  | ✓             | ✓     | -           | ✓  |             |
|        | Vegagreen Plus QU 401 | WS         | P             | 0.4 - 1.5                   | G         | G  | <4  | ✓             | ✓     | -           | ✓  |             |
|        | Vegablue QG 201       | WS         | P             | 0.2 - 1.0                   | E         | E  | All | ✓             | ✓     | -           | -  |             |
|        | Caramel QK 301        | WS         | P             | 0.2 - 5.0                   | 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 |                              |
|--------------|------------------------------|
|              | Powder beverages and jellies |
|              | Desserts                     |
|              | Cereal-based baby food       |
|              | Soups                        |

\*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.