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FOR IMMEDIATE RELEASE

Sensient Announces Bright Natural Red Range Ice Cream Producers Now Have Attractive Alternatives to Carmine

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Sensient Food Colors Europe introduces further innovation enabling food manufacturers to create vibrant red colour shades without having to use carmine. The bright Natural Red Range is especially beneficial for manufacturers of Ice Cream, Water Ice and other frozen desserts.

Effective August 2014, new EU aluminium regulation limiting the conditions and levels of use for aluminium-containing food additives takes effect. As a result, aluminium lakes of carmine will no longer be permitted in ice creams and fruit ices within the EU. Carmine had been traditionally used to achieve bright red to bluish pink hues in many dairy and fruit ice preparations.

The use of certain natural colours in dairy and fruit ice applications has historically presented challenges due to the pH sensitivity of these colours. Drawing on its global R&D resources, Sensient has created natural alternatives to carmine that provide vivid red shades for use in ice cream and water ice applications. Sensient can now offer a natural range of vibrant colour shades from a bright red through pink to bluish red with its natural colours, colouring food and Cardea product line. Both the colouring food products and Cardea range are fully compliant with the new EU Guidance Notes on colouring food.

‘We are extremely excited about the opportunities for this new range,’ stated Dr. Roland Beck, Managing Director, Sensient Colors Europe GmbH. ‘Our bright shades offer appealing colour hues which complement flavours such as strawberry, raspberry and cranberry without the use of carmine. Additionally Sensient offers E-number free options as well as Kosher and Halal certification.’



About Sensient Food Colors Europe

Sensient Colors brings life to products, adding colour and visual enjoyment to food and beverage applications worldwide. Offering unparalleled colour innovation and proprietary technologies, Sensient Food Colors applies industry defining colour expertise, enhancing brand value through premium sensory appeal and performance.

Sensient Food Colors Europe is a unit of Sensient Technologies Corporation, a leading global manufacturer and marketer of colours, flavours and fragrances. Sensient employs advanced technologies at facilities around the world to develop speciality food and beverage systems, cosmetic and pharmaceutical systems, inkjet and speciality inks and colours, and other speciality and fine chemicals. The company’s customers include major international manufacturers representing many of the world’s best-known brands.

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