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FOR IMMEDIATE RELEASE

Sensient Food Colors Europe to showcase full product range and enhanced customer support at Gulfood 2014

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Sensient Food Colors Europe will showcase its widest range of products to date at the Gulfood Manufacturing show in November to be held at the Dubai World Trade Centre. With offices now in Dubai, Sensient Colors is proud to be able to offer customers a unique combination of global colour expertise and innovation with local customer service and support. The company has a broad portfolio of natural and synthetic colour solutions available for food and beverage manufacturers.

“Innovative colour solutions for a wide range of applications will be on display, with particular focus on dairy, beverage, and confectionary application ideas,” explains Neil Philpott, Sensient’s local manager for the Dubai office. “As companies address potential changes in GCC regulations for colour, Sensient is ideally placed to assist with the reformulation of many foods to use naturally sourced colour solutions. We have gained extensive experience in this particular area and can work closely with customers, advising on successful end product conversion from synthetic to natural colours.”

With the broadest range of natural and synthetic colour solutions in the industry, all backed by global sourcing and technical support, Sensient takes a collaborative approach to product development that enables leading manufacturers to differentiate their products with colour.

Please visit us on stand S3-A16 at the Gulfood Manufacturing show.



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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