

› SOLUTIONS FOR CEREALS

April, 2009

A colorful meal is a kid's choice; a healthy meal is a mother's choice. You can have both!

Manufacturers are innovating and reformulating their cereal products in order to make them healthier while increasing its indulgence and developing convenient delivery formats, including ready-to-eat and on-the-go.

Our natural color ingredients will allow you to develop colorful, attractive and healthy cereal blends that a kid would love to eat and a mother would want to buy. We have a complete line of powder, extrusion-resistant color formulas. Ask for our natural colors for cereals; we have real tailor-made solutions for your products!

HEALTHY INDULGENCE

ATTRACTIVE AND COLORFUL

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:



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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	✓	✓	✓	✓	
	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	✓	✓	-	✓	
	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	
	Pre-extrusion colors

*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.