



2017

NATURAL
COLOUR
COLLAGE

PURPLE FOODS:

How they affect food colour:

Antioxidant-purple foods will inspire products to take on new hues of light lavender to brilliant blackberry. We predict rising interest in **anthocyanin**-based colour solutions.

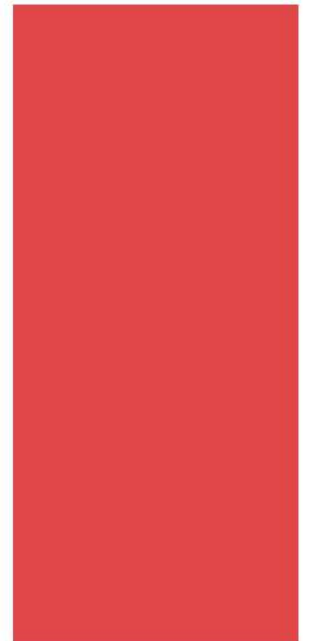




ALTERNATIVE GRAINS:

How they affect food colour: Consumers' diets harken back to simpler times but add a modern twist. The use of alternative grains like **legumes, pulses, and seeds** is starting to touch all product categories. From amaranth reds to lentil greens, the colour of heirloom grains will spiral and twirl beyond noodles this year.

Keywords: Low Carb, Protein, Ancestral Eating



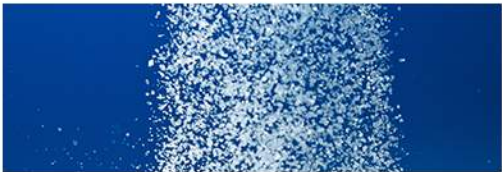


CULTURAL CUISINE:

How it affects food colour: Bolder **ethnic flavors** call for intensely bright colours, such as the burning reds of Asian Sambal chili sauce, vivid oranges of African sorghum, and the bright yellows of Indian curry.

Keywords: Asia, India, Africa,





Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per 2/3 cup	
Calories	230
% DV*	
12%	Total Fat 8g
5%	Saturated Fat 1g
	Trans Fat 0g
0%	Cholesterol 0mg
7%	Sodium 160mg
12%	Total Carbs 37g
14%	Dietary Fiber 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	Vitamin D 2mcg
20%	Calcium 260mg
45%	Iron 8mg
5%	Potassium 235mg

* Footnote on Daily Values (DV) and calories reference to be inserted here.



NO SUGAR ADDED:

How it affects food colour: A newly designed “Nutrition Facts” label is coming soon and will feature a separate line dedicated to the amount of **“added sugars”** in grams, which will most likely facilitate requests for reduced sugars and **sugar-free** colour solutions.



FOOD SAFETY FIRST:

How it affects food colour: There is a heightened awareness of **food safety** due to the recent amount of food recalls. Yet, at the same time, consumers are demanding more natural and botanically-sourced ingredients. **Food recalls** for natural ingredients are touching everyone in the food industry from Sue Bee, Chipotle and Blue Bell to Quaker, and the pressure is on for brands to uphold the **highest standards**, supply chain security, and stringent testing protocols like Sensient's Certasure™ program.

Tags: SupraRed, Pure-S, Certasure, Natural Brown, Natural Blue, Market Trends

