Natural flavors and colors:
How to navigate from niche to norm
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Natural flavors and colors: How to navigate from niche to norm

Many factors play into whether a food or beverage will succeed in the marketplace, but perhaps no attribute is more critical than taste. A product may be innovative, fill a gap in the market, boast an excellent nutrition profile and have an impressive sustainability story, but if it doesn’t taste delicious, consumers won’t bite—at least not twice.

Dialing in the flavor of finished foods and beverages usually requires additives. Flavoring ingredients do the obvious job of imparting a desired taste, but they also can serve functional roles. For instance, they might mask undesirable flavors, maintain flavor throughout processing, or compensate for the reduction of sugar, salt, fat and other traditional taste enhancers.

Color is another key attribute, as it can enhance visual appeal, thereby increasing consumers’ likelihood to try a product, and it is intrinsically linked with flavor. Research shows food or drink appearance—how appetizing (or not) it looks—greatly influences our perception of taste. In fact, before a first bite or sip, the brain is busy formulating an idea of what the item will (or should) taste like. Therefore, if an otherwise delectable food or drink has an odd or unappealing hue, consumers may never try the product or discover it tastes great.

To ensure your food or beverage makes it into as many mouths as possible—and then is enjoyed again and again—it is crucial to get both the flavor and the color just right.

Artificial gets the ax

Given the ever-increasing demand for convenience foods and beverages, flavor and color additives are in especially high demand. Allied Market Research valued the global food flavors market at $US13.2 billion in 2017 and expects it to grow 5.4 percent to reach $20.1 billion by 2025. As for food colors, the global market was worth $1.8 billion in 2016 and should hit $3.2 billion by 2023, on 9.8 percent growth, according to the market research firm.

71% of consumers now avoid artificial flavors while 63% steer clear of artificial colors. Instead, they prefer natural, organic and otherwise label-friendly additives.
But today’s consumers, who care deeply about what they put into their bodies and meticulously read labels, are discerning about flavors and colors. Many no longer accept monosodium glutamate (MSG), synthetic smoke flavor, FD&C blue No. 1, yellow No. 6 and other artificial ingredients that have enhanced appearance and taste profiles for decades. According to New Hope Network surveys, 71 percent of consumers now avoid artificial flavors while 63 percent steer clear of artificial colors. Instead, they prefer natural, organic and otherwise label-friendly additives.

This consumer value shift is part of the wider clean-label movement. Over the last several years, demand has steadily increased for products made with simple, sustainable, real-food ingredients without allergens, genetically modified organisms (GMOs) or artificial components. A 2017 Cargill consumer research survey revealed eight out of 10 respondents were “at least somewhat likely” to seek out clean-label products.

Thus, clean label has moved from niche to norm. No longer a market differentiator, it is the new cost of doing business.

But of the myriad clean-label attributes, naturally derived flavors and colors may be the ones consumers expect. The natural products industry has long eschewed artificial flavors and colors, and when a landmark 2007 study linked synthetic dyes to hyperactivity and other behavioral issues in children, concern about their ubiquitousness in our food supply became much more widespread.

In response, recent years have seen a surge in multinational conventional food companies ditching both artificial colors and flavors. Kraft Heinz, Nestlé USA, General Mills, Kellogg Co., Campbell’s, Panera Bread, Pizza Hut and Taco Bell have all reformulated SKUs and menu options with natural alternatives. And aside from a few products for which the switch to natural did not go over well—General Mills’ Trix cereal, for example—consumers have broadly accepted, or least have been indifferent to, these changes. Case in point: Kraft Heinz famously sold 50 million blue boxes of Kraft® Macaroni & Cheese after quietly swapping in turmeric, annatto and paprika colorants for the synthetic neon-yellow hues; the company only began marketing this change after it became clear consumers hadn’t noticed.

The high visibility of such moves away from artificial colors and flavors—and big CPG and foodservice brands proving it can be done without degrading the taste experience—only furthers consumers’ natural color and flavor expectations. This means to capture sales, food and beverage formulators must deliver.
Nature’s call

With demand for naturally flavored and colored products at a fever pitch, the growth of natural flavor and color ingredients is outpacing their artificial counterparts. And with colors, natural ingredients command more market share than artificial.\(^7\) But factors beyond the synthetics backlash fuel this growth.

For one, certain natural flavors and colors provide health-beneficial phytochemicals on top of imparting taste or coloring a product. For example, commonly used natural colors derived from annatto, anthocyanin, astaxanthin and curcumin all harbor antioxidant capacity. As for flavors, Lycored’s umami-enhancing SANTE ingredient, for instance, is made from nutrient-dense ripe red tomatoes. Similarly, Applied Food Sciences’ flavors portfolio includes extracts of antioxidant-stocked turmeric, ginger, amla and cascara.

Additionally, today’s consumers, especially millennials and the Gen Z generation, like to post photos of colorful foods and drinks on social media. Innova Market Insights noted this in its rundown of the top 10 trends for 2018.\(^8\) Foods and beverages colored bright yellow with turmeric or deep purple from goji berries are definitely Instagram-able.

Another growth driver, for natural flavors specifically, is the adventurous consumer palate. Innova Market Insights’ top 10 trends for 2019 included “Discovery: The Adventurous Consumer,” which encompasses a desire to seek out and delight in unexpected flavors and flavor combinations.\(^9\) This stems in part from the increasing popularity of ethnic cuisine in the United States, which has heightened exposure to more diverse tastes and helped Americans look beyond the familiar and toward more exotic and formerly foreign flavors. In particular, spicy and bitter taste profiles are trending, as are herbal, floral, smoky, savory, and exotic fruit and vegetable flavors. And all can be derived from natural sources.

Technology, too, has played a role in moving natural flavors forward. New and advanced extraction methods such as solid-liquid, supercritical carbon dioxide and supercritical fluid extraction have enabled ingredient companies to harness the tastes of nature and ready them for formulation into finished products.\(^10\)

Sustainable, traceable, bankable

Natural flavors and colors also fit neatly into two other consumer megatrends: sustainability and transparency. Sustainability has long been a consumer and CPG buzzword, reflecting a shared goal of minimizing the harmful ecological impact of everyday products. But according to global market research firm Mintel, the definition of sustainability is now broadening to encompass the entire product lifecycle.\(^11\)

“From farm to retailer, to fork to bin and, ideally, to rebirth as a new plant, ingredient, product or package, this 360-degree approach will ensure resources are kept in use for as long as possible,” noted Mintel, in its description of “Evergreen Consumption,” one of the firm’s three global

Lycored ensures tomato skins and seeds used for its extractions are repurposed in agriculture and cosmetics.
Many natural flavors and colors have creation stories that embody this evolved sustainability meaning. Some ingredient companies, such as GNT USA, owner of EXBERRY® food colors, are vertically integrated, having built longstanding close relationships with raw materials growers. Such setups allow suppliers to ensure sustainable agricultural practices are employed and social responsibility is practiced; they also help guarantee the utmost quality from seed to shelf.

Archer Daniels Midland (ADM), for instance, is vertically integrated in parts of its vanilla, mint and citrus businesses and works at the farmer level in Madagascar to ensure vanilla farmers profit from their work. Similarly, Virginia Dare is a leader within the Sustainable Vanilla Initiative (SVI), which promotes socially, environmentally and economically sustainable production of high-quality natural vanilla.

Another key sustainability practice adopted by more and more ingredient suppliers is repurposing manufacturing and processing waste into versatile functional ingredients. Zero-waste efforts can work in the other direction, too, in that leftovers from ingredient processing are funneled into other uses. For example, Lycored ensures tomato skins and seeds used for its extractions are repurposed in agriculture and cosmetics.

But for consumers to believe these practices are legit, they want proof. This dovetails with the transparency demand and, by extension, traceability. Consumers are increasingly seeking an insider’s look into how finished products are made, starting with how the ingredients—and the raw materials used to create those ingredients—are produced.

It goes a long way with consumers when brands are transparent about their sourcing practices and manufacturing processes, and now many also look for documentation and third-party verifications to solidify that companies walk the talk. This is where USDA Organic certification, Non-GMO Project verification, fair trade certifications, Rainforest Alliance certification and other trusted seals come into play. Voluntarily undergoing rigorous third-party audits communicates to consumers that a brand is transparent and trustworthy and that its finished products—and all the ingredients inside of them—are high-quality, sustainable and aligned with their values.
References


What types of ingredients and/or ingredient systems does your company offer food, beverage, or supplement brands. Colors, flavors, or both? concerned with clean label/label friendly formulations?

ADM provides food and drink developers with the broadest portfolio of ingredients that perform well across all applications – from plant-based proteins to taste and color, sweetening solutions to functional ingredients, clean and clear label, and complete systems that combine all these offerings. Our colors and flavors are designed to work synergistically with other ingredients to deliver the color, taste, function, nutrition and labeling consumers prefer while meeting developer’s needs for cost, quality and sustainability.

For brands concerned with clean label/label friendly formulations, do you offer naturally derived ingredients? And, do you offer ingredients with specific certifications (ex.: non-GMO verified or Organic certification)?

ADM provides a range of solutions to meet clean and clear label color and flavor needs — from colors, flavors, extracts, distillates, taste modifiers and much more. Our Colors from Nature® line provides a complete range of acid- and heat-stable naturally-sourced colors. And, our clean and clear label culinary crafted flavors are made with real ingredients and deliver on authentic taste. These offerings satisfy developers needs while also meeting regulatory, market and cultural requirements including kosher, halal, organic, organic compliant, natural, non-GMO and more.

What advancements, innovations, and services does your company offer to support specific formulations and product applications?

ADM understands the challenges in finding naturally derived color and flavor solutions to fit a specific application. Our broad and unique color and flavor portfolio, and technical ingenuity and technologies offer the right solution for our customers’ specific needs. Our color portfolio is available in different formats to meet a variety of applications – powder, liquids, water and oil soluble, dispersions, emulsions, micronized, spray dry and various blends, among others. Our complete flavor portfolio encompasses a comprehensive range of flavor types and taste modifiers for sweetness, saltiness, umami and masking. Flavors come in all formats including encapsulated, emulsions, liquids, pastes and powder blends.

With ADM’s expansive portfolio and deep understanding of flavors and colors, the possibilities are nearly limitless.

How do you define your company’s point of differentiation and advantages in the market?

ADM’s product developers, flavor designers, colorists, ingredient and nutrition specialists, and sensory and consumer science teams work together to develop nutritious, visually appealing and delicious foods and beverages that consumers will love. We offer a full range of solutions for color and color-enabling technologies such as patented stable blue, patented emulsions and micronized colors to help drive sustainable demand for color innovation. And, we know how to achieve the right balance of flavor, color, texture, taste and nutrition for your food and beverage applications. What’s more is we continue to build out these capabilities with recent acquisitions that have enhanced our capabilities in vanilla and citrus.

Does your company have a supply-chain story, and/or a sustainability program? Briefly describe.

Sustainable practices and environmental responsibility aren’t separate from our business, they are integral to what we do. Healthy supplier relationships are critical to our success and we promote mutually beneficial relationships based on the highest standards of ethical conduct.

Our longstanding global relationships with farmers and growers, along with our vertical integration in parts of the vanilla, mint and citrus businesses, combined with our proprietary extraction capabilities and deep understanding of product development allows us to support developers with unique color and flavor solutions from plant-to-plate. In vanilla, for example, we are one of the only companies working in Madagascar at the farmer level and demonstrating social responsibility by ensuring that the farmers profit from production.
Start your day with innovative nutrition.

See how ADM’s comprehensive ingredient portfolio and deep understanding of consumer perceptions get you to market faster with delicious and nutritious products that consumers prefer.

Learn more at ADM.com
AFS brings inspiration and innovation to ingredients in the natural products industry. AFS considers itself cutting-edge, introducing ingredient options for beverages and food such as guayusa, cascara, glucarate, bright-colored turmeric and some newly developed plant-based protein. One target for colors and flavors was higher solubility for ginger and turmeric ingredients designed for beverages to improve consistency and offer a realistic model to scale.

The functional ingredients, including PurCaf organic caffeine from coffee beans, PurTea organic caffeine from green tea leaves and AMATEA organic guayusa leaf extract provide high solubility and a neutral taste profile for easy formulation in beverages and supplements. The functional flavors include PurGinger organic ginger extract, PurTurmeric organic extract and PurC organic Vitamin C from amla.

For brands concerned with clean label/label friendly formulations, do you offer naturally derived ingredients? And, do you offer ingredients with specific certifications (ex.: non-GMO verified or Organic certification)?

AFS almost exclusively provides certified organic, Non-GMO Project Verified ingredients. The team regularly visits the organic farms where the ingredients are grown to audit the farms for quality and to support the workers and the surrounding community. Visit the website to learn more about AFS's sustainability initiative.

What advancements, innovations, and services does your company offer to support specific formulations and product applications?

Many botanicals contain hydrophobic compounds that are very challenging to work with in beverages. Ginger and turmeric are great examples of this. AFS's highly soluble extracts remove the share of these insoluble fibers and non-essential plant matter to help make these flavors more realistic to incorporate into formulations at scale. Circumventing the labor required to typically juice these flavors from the root is reason enough to make the switch, saving hours of overhead and eliminating waste. Even in a juice, ginger or turmeric will eventually fall out of solution leaving sediment on the bottom of a beverage. There is also a great variance of potency from crop to crop. With PurGinger and PurTurmeric, beverage manufacturers can achieve full solubility, brilliant color and complex consistent flavor while cutting costs significantly.

How do you define your company's point of differentiation and advantages in the market?

AFS is nimble compared to many ingredient suppliers allowing it to be fully integrated from the farm level of sourcing the raw material to supporting customers with the end products in R&D. The ingredient portfolio focuses on fewer ingredients with an emphasis on inspirational new ingredients and advancements on ease of use in applications.

Does your company have a supply-chain story, and/or a sustainability program? Briefly describe.

Quality is transparent from seed to label and customers can trace every step of the process. At the farm level AFS focuses on a strict criteria of quality measures. Economic accountability is largely about demonstrating financial transparency for invoices of raw materials purchased directly from the farmers and ensuring proper documentation. Social responsibility efforts are the most robust and address areas such as fair wages, no child labor, fair treatment of laborers, providing benefits such as health care, etc., but also dives into the more often overlooked areas such as access to housing and potable water, safe work environments, safety training and continued education on the evolving methodology of best practices. Environmental leadership looks more closely at the specific crop and its long-term success. Sustainability is often more than just a financial conversation and AFS looks more deeply into the indicators that impact the overall use of water and protecting its quality, controlling surface erosion, and maintaining soil productivity for crops to thrive.

To do so, AFS has built lasting relationships with farmers around the globe visiting farms directly and investing heavily into each individual ingredient. AFS will meet with farmers and agricultural leaders to develop resources, capture video and make sure that systems are being put in place to ensure future generations can benefit from the same botanicals that we do today.

Learn more at appliedfoods.com.
Pour into Pure Ginger

Keep it simple with highly soluble, shelf stable, pure organic ginger.

Contact AFS Today!
appliedfoods.com/ginger
1(800)345-9666
sales@appliedfoods.com
1. What types of ingredients and/or ingredient systems does your company offer food, beverage, or supplement brands? Colors, flavors, or both? concerned with clean label/label friendly formulations?

We offer a range of carotenoid color options that are nature identical and naturally sourced. Carotenoids are label friendly alternatives to coloration and are easily identifiable as beta carotene on the label.

2. For brands concerned with clean label/label friendly formulations, do you offer naturally derived ingredients? And, do you offer ingredients with specific certifications (ex.: non-GMO verified or Organic certification)?

BASF offers a wide a wide range of non-GMO carotene products from algal, fermented and synthetic sources. All these products can be labeled as Beta-carotene (color).

3. What advancements, innovations, and services does your company offer to support specific formulations and product applications?

BASF continues to innovate and provide solutions to meet the market needs. Our carotenoid color line offers options that are more stable in a wide variety of applications; we offer a wider color range as compared to competitor offerings. In response to customer feedback for more naturally sourced color options, we developed the fermented beta carotene line to meet that market demand. Our application team is available to give you advice and can offer assistance in finding the right solution for your beverage, confection, baked good, soup or other coloration project that might use a yellow-orange red color.

4. How do you define your company’s point of differentiation and advantages in the market?

BASF competes in broad range of industries, enabling us to be innovative and create products to meet market needs. In collaboration with our customers, we deploy our resources to identify and help fill market gaps with innovative product solutions.

5. Does your company have a supply-chain story, and/or a sustainability program? Briefly describe.

Our goal is to offer our customers sustainable solutions so they in turn can address consumer needs.
Trade in your FD&C colors for a more consumer friendly label.

If you want to cost effectively deliver a more natural profile to your product, we have the solution for you. With unsurpassed clarity, stability and dispersibility, even at cold temperatures, achieve a full spectrum of yellow to orange-red color options for all your application needs.

All BASF colors have full regulatory approval and we are ready to provide the technical and regulatory expertise to support you.

We also offer lycopene and lutein esters as color.
Custom Flavors offers organic, natural, and natural and artificial flavors that are custom formulated and made-to-order, delivering superior results for all food, beverage and nutritional brands. We have developed flavors that meet or exceed the requirements of the strictest retailers nationwide as well as consumer friendly clean-label options for masking, sugar and salt reduction.

As a company, we have focused on naturally derived flavors since our inception in 2005. Our innovation team is working almost exclusively with natural ingredients in creating endless natural and organic flavor options, and we can formulate the flavor to meet all the clean label needs of the health-conscious consumer. Our facility is organic certified, offering Non-GMO Project Verified and Organic Certified flavors.

We develop each flavor with a specific finished product and processing parameters in mind. Therefore, when we sample our Natural Strawberry Flavor for your Organic, Non-GMO, Nutraceutical Gummy Bears, you know that you can use the flavor at the strength that we recommend under the specific production process and get the results you expect the first time and every time. Because of our extensive software to support our flavor formulations, you can also expect to receive the supporting regulatory documents promptly to get your project launched on time.

Our flavors undergo rigorous sensory testing and our service is the best in the industry. From our next-day sample delivery, to 48-hour order confirmation, to under 14 business day finished product lead time, and routinely same day response on technical information and paperwork, we outwork and outperform our competition. As a family owned and operated flavor company, work with us and experience a commitment and relationship that lasts beyond the product life cycle.

Custom Flavors has an impact worldwide through our numerous supplier and ingredient sourcing relationships. We accept the tremendous responsibility that comes with ethical and sustainable sourcing and work with local, national and global programs to meet these goals. Our sales team drives hybrid-electric vehicles, our production facility is solar powered with energy efficient lighting, and we make use of water and waste reduction initiatives in our hometown of San Clemente, California.
MAKING HEALTHY TASTE GREAT... NATURALLY.

LIQUID & POWDER FLAVORS  •  ORGANIC  •  NATURAL  •  NON-GMO

Trust us to flavor your next product. Our expert team is ready to help! Reach out today at info@customflavors.com

CUSTOMFLAVORS.COM  |  949.276.7995
1. What types of ingredients and/or ingredient systems does your company offer food, beverage, or supplement brands. Colors, flavors, or both? concerned with clean label/label friendly formulations?

EXBERRY colors are clean-label, consumer friendly products that provide bright, vibrant, stable color solutions suitable for all types of applications including beverages, confectionary, bakery or savory products. Made from edible fruits, vegetables and plants, EXBERRY products come in both liquid and powder and are easily recognizable by the consumer on the ingredient statement.

2. For brands concerned with clean label/label friendly formulations, do you offer naturally derived ingredients? And, do you offer ingredients with specific certifications (ex.: non-GMO verified or Organic certification)?

All EXBERRY products are made from non-GMO sources so end consumer products can gain the certifications necessary. Because the colors are made solely from edible fruits, vegetables and plants, in addition to being non-GMO, EXBERRY colors are also halal, vegan, organic compliant and kosher; additionally, some EXBERRY colors are also organic certified.

3. What advancements, innovations, and services does your company offer to support specific formulations and product applications?

GNT has a whole team of experts working with you at every step along your product development journey. From collaborating with you at the innovation stage, to providing technical solutions for your color needs, to assisting you through the qualification process to ensure your final product has the necessary regulatory acceptance, we’re fully equipped to support R&D teams in every industry. Some key services include color matching, accelerated shelf life testing, pilot scale trials, custom color creations and innovation sessions.

4. How do you define your company’s point of differentiation and advantages in the market?

EXBERRY colors are unique in that they are just foods. They are made from easily recognizable ingredients like beets, carrots and turmeric and can be eaten by the spoonful. Because EXBERRY colors food with food, it provides consumers with an unparalleled confidence in their products and the knowledge that their food and drinks are colored in the most natural way.

5. Does your company have a supply-chain story, and/or a sustainability program? Briefly describe.

EXBERRY colors are made by the GNT-Group which has been vertically integrated since its inception more than 40 years ago. For GNT, vertical integration means having control from the farm to delivery at our customers’ factories. GNT works directly with the farmers in four continents to grow the fruits and vegetables needed for the colors. Together with crop-rotation, water recycling and sustainable farming practices, GNT is the leader in producing coloring for foods from foods.
COLORING FOOD WITH FOOD

Through a gentle manufacturing process we transform fruits, vegetables, and plants into vibrant, high-performing color solutions suitable for all food and beverage applications. Our team of technical specialists is available to guide you through each stage of the formulation process — from color matching and stability testing to upscaling and regulatory support.

Contact us today for a free color sample kit: INFO@GNT-GROUP.COM
What types of ingredients and/or ingredient systems does your company offer food, beverage, or supplement brands. Colors, flavors, or both? concerned with clean label/label friendly formulations?

Lycored offers a palette of naturally-sourced, super-stable color solutions containing Lycopene and beta-carotene for use in multiple applications across food, beverage and soft gels for dietary supplements.

Its cast of colors are tried and tested in flavored waters, UHT treated dairy drinks, juice-based beverages, hard coated confections, cheeses, fruit preparations for yogurts, fortified gummies and Surimi seafood.

Leading its flavor offer, Lycored’s SANTE provides umami-enhancing capabilities for industry formulators to add and augment flavor notes to their recipes and facilitate the reduction of sugar and salt in soups and sauces.

For brands concerned with clean label/label friendly formulations, do you offer naturally derived ingredients? And, do you offer ingredients with specific certifications (ex.: non-GMO verified or Organic certification)?

All of Lycored’s colors and flavor-enhancing solutions are extracted from nature using innovative production methods that leverage its own Lycopene-rich tomato breed and support natural positioning for products in multiple categories.

As well as being natural, Lycored’s colors are regulatory compliant, allergen-free, gluten-free, vegan, kosher and halal. Its Lycopene-based colors are also fully Non-GMO Project Verified.

The Lycored flavor enhancing ingredients are also Non-GMO Project Verified, vegan, kosher and halal.

What advancements, innovations, and services does your company offer to support specific formulations and product applications?

Lycored provides proof points and scientific evidence of its coloration products’ added value in manufacturing and shelf life conditions through its comprehensive stability studies for a range of applications. In recent years, the company has conducted stability studies on flavored waters, UHT treated dairy drinks, juice-based beverages, gummy-based and hard coated confectionery and surimi seafood, all of which provide clear evidence of the effectiveness of its color products from natural sources. The Lycored team can also help manufacturers find shortcuts and solutions to their formulation challenges thanks to its application expertise.

How do you define your company’s point of differentiation and advantages in the market?

Fully backward-integrated, Lycored’s Lycopene colors are fully traceable and come from its own breed of tomatoes that are four times richer in natural Lycopene than standard tomatoes. Similarly, its beta-carotene-based products come from its own super-producing strain of fungus called Blakeslea trispora, which is extracted in its own facilities.

As well as providing traceability assurance, Lycored is also focused on proving the efficacy of its products across applications through science and providing application expertise to its customers.

Does your company have a supply-chain story, and/or a sustainability program? Briefly describe.

Our holistic tomato production program focuses on zero waste during the production process by ensuring that all tomato skins and seeds that are extracted are repurposed for use in agriculture and cosmetics.

We also use innovative farming methods with automated planting and advanced drip irrigation systems to minimize nutrient loss and improve water efficiency.
Harnessing the power of nature's rainbow

Lycored's super stable reds to gold, oranges and yellows.

The super stable color range from nature are pH independent, taste neutral, stable to temperature and light and withstand typical food and beverage processes. The entire range is non GMO (Non-GMO Project Verified), allergen free, vegan, kosher and halal.

Application areas we have tested our super stable colors include:

- UHT treated dairy drinks
- Fruit preparations
- Juice based beverages
- Hard (pan) coated candies
- Hard cheeses
- Fortified fruit gummies
- Surimi seafood coatings
- Flavored waters & carbonates

Visit [www.Lycored.com/colorants](http://www.Lycored.com/colorants) for more information
1. What types of ingredients and/or ingredient systems does your company offer food, beverage, or supplement brands. Colors, flavors, or both? concerned with clean label/label friendly formulations?

Virginia Dare delivers preferred taste to food, beverage, pharmaceutical and oral care companies. Our Taste Foundations platform provides industry standard and sustainably sourced extracts and concentrates including our core four—vanilla, tea, coffee, cocoa—plus a portfolio of clean label fruit, botanical and sweet extracts. Our Taste Collaborations platform offers custom taste solutions including flavor creation, taste refinement, product development and health and wellness support. Our taste refinement techniques include masking, modulation, sweetness, smoothing, impact and texture improvement.

2. For brands concerned with clean label/label friendly formulations, do you offer naturally derived ingredients? And, do you offer ingredients with specific certifications (ex.: non-GMO verified or Organic certification)?

Virginia Dare offers extracts, concentrates and flavors with clean-label options and certifications/compliances including Kosher, Halal, organic, non-GMO, all-natural, allergen-free, gluten-free, dairy-free, PG-free, vegan/vegetarian, Fair Trade Certified, Rainforest Alliance and more.

3. What advancements, innovations, and services does your company offer to support specific formulations and product applications?

We offer custom formulation, product development and R&D support in non-alcoholic beverages, alcoholic beverages, sweet foods and snacks, dairy and dairy-alternative products, pharmaceutical products and oral care products. Our comprehensive product support includes connecting customers with ingredient suppliers and trusted manufacturers.

4. How do you define your company’s point of differentiation and advantages in the market?

Our custom taste solutions are customer- and application-specific—a single formulation does not fit all and may include a combination of flavor development, off-taste masking, taste profile enhancement and sweetness modulation. We identify our customer’s unique taste objective or concern, determine a comprehensive solution, and tailor our ingredients to deliver the preferred taste.

5. Does your company have a supply-chain story, and/or a sustainability program? Briefly describe.

Virginia Dare is a leader within the Sustainable Vanilla Initiative (SVI), which promotes the long-term, stable supply of high quality, natural vanilla, produced in a socially, environmentally and economically sustainable way, benefiting all partners along the value chain.
YOUR flavor CONNECTION

TASTE COLLABORATIONS | Tailor-made solutions

In addition to providing our customers the world's best flavors, we connect them with those who know them best: our dedicated flavorists and food scientists. With a direct line to these collaborators, you get individualized and immediate attention from the people who deliver preferred taste every day.

Formulation assistance & expertise

HEALTH & WELLNESS applications laboratory

Regulatory support & knowledge

Get in touch with the experts in delivering preferred taste:
VIRGINIADARE.COM / 718-788-1376 / flavorinfo@virginiadare.com
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