

## Sensient News

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### **Bright Red Colour Shades Free of Carmine**

Sensient Food Colors Europe's Natural Red Range enables food manufacturers to create vibrant red colour shades without having to use carmine. The bright Natural Red Range is especially beneficial for manufacturers of confectionery, sugar coating, chocolate decoration, dairy, fruit preparation, ice cream, water ice and desserts.

Due to legislation changes and consumer demands more producers are looking for carmine free alternatives. The use of aluminium lakes of food colours is regulated in part E of COMMISSION REGULATION (EU) No 380/2012 of 3 May 2012 amending Annex II to REGULATION (EC) No 1333/2008. As a result, aluminium containing carmine is not permitted any longer in certain applications such as ice creams and fruit ices within the EU. Carmine had been traditionally used to achieve bright red to pink hues in food products.

The use of red natural colours had historically presented challenges due to the pH sensitivity of these colours. Drawing on its global R&D resources, Sensient created natural alternatives to carmine that provide vivid red shades for use in food applications.

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On offer are a natural range of vibrant colour shades from a bright red through pink available as natural colours, colouring foods and Cardea product line. Both the colouring food products and Cardea range are fully compliant with the EU Guidance Notes on Colouring Foods. These bright shades offer appealing colour hues which complement flavours such as strawberry, raspberry and cranberry without the use of carmine. Additionally E-number free options as well as Kosher and Halal certification are available.

To discover how these natural products can work for your products please contact us.

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