



A refreshing blue hue.

ADM Colors from Nature® offers the industry's only patented, acid-, light- and heat-stable blue color derived from the huito fruit, making it possible to achieve various shades of blue, green, purple and brown from a natural source ideal for beverage applications.

Distinctive color, natural source.

Finally, a naturally derived source of blue, green, purple and brown shades is available with ADM's unique blue – the perfect way to enhance consumer appeal and add excitement to products with on-trend hues.



75% of **FOOD AND DRINK** products launched globally used colors from natural sources³



60% of product assessment is **BASED ON COLOR**²



59% say it's important **TO BUY SUSTAINABLY PRODUCED FOODS**¹

Huito comes from trees native to Central and South America, along the Amazon River basin. It has a history of use in food and beverages, as body paint, and medicinal applications.



What makes ADM's blue special?

For a long-time, an acid-stable blue color derived from natural sources was considered the 'holy grail' of the food and beverage industry. A color solution that was acid, light and heat stable was always missing, presenting limitations not just for blue, but any other shade that used blue as a primary color such as purple, green and brown. ADM's blue derived from huito fruit offers an exciting and effective answer to this dilemma.

Why Huito is better than alternatives.



Carmine Blue (Indigo Carmine)

- Not water soluble
- Dark and dirty blue shade
- Not Kosher



Blue from Red Cabbage

- Approved ONLY for confections
- Dark and dirty blue shade
- Extremely pH sensitive



Butterfly Pea Flower

- Not blue in pH < 4.5
- Dark and dirty blue shade
- Poor stability with ascorbic acid



Blue Gardenia

- Limited regulatory approval
- pH range 4-8
- Dark blue shade



Galdieria Blue

- Not currently approved for use
- Produced via fermentation and water extraction



Spirulina

- Not stable in pH < 4.0
- Not stable in high water activities
- Clean, sky-blue color

Benefit from the beauty of blue.



KEY PRODUCT FEATURES

- ✓ Naturally sourced blue hue
- ✓ Easy to use
- ✓ Easy to blend with other Colors from Nature®
- ✓ Excellent pH, heat and light stability
- ✓ Water soluble
- ✓ Available in liquid and powder form
- ✓ Kosher
- ✓ Halal
- ✓ Non-GMO
- ✓ Clean taste and no odor
- ✓ Blending is done at ADM facilities in Kentucky, U.S



In a world of color, we are true blue.

ADM pioneered the use of this traditional fruit as a source for color formulations derived from nature in the early 2000's, and are the leaders in harnessing its fascinating shades. When it comes to blues from nature, we are the experts and the qualified source.

OUR NON-GMO, NATURALLY SOURCED HUITO BLUE HELPS YOU CREATE VIBRANT BEVERAGE APPLICATIONS AND SENSORIAL EXPERIENCES.

Sustainability matters.

Sustainable practices and environmental responsibility are integral to the work we do to serve customers.*



ADM CARES AND PROJECT AMAZON.

ADM Cares is a corporate social investment program that aligns ADM's corporate giving with our business strategies and sustainability objectives. ADM works to sustain and strengthen our commitment to communities where ADM colleagues work, live and operate by directing funding to initiatives and organizations that are driving meaningful social, economic and environmental progress.

OUR INDUSTRY-CHANGING INITIATIVES INCLUDE:

Project Amazon supports communities in the Peruvian Amazon that harvest huito fruit; this initiative helps provide fresh drinking water and sanitation facilities for schools in these communities.**



ADM'S PATENTED HUITO SOLUTIONS UNLOCK VIBRANT, STABLE COLOR, EVEN IN TOUGH APPLICATIONS.



Beverages



Dairy based drinks



Alcoholic beverages



Confectionery



Cereals & snacks



Bakery



Dairy & dairy alternatives



Pasta



Pet food



Sauces & dressings



Dry mixes



Supplements

The ADM Advantage.

COLORS FROM NATURE® PORTFOLIO:

• Covers the **full rainbow of colors** providing beautiful solutions consumers will love across all applications spaces.

• We **globally source fruits, vegetables and plants** from long-term partners to produce the **highest quality, stable, and vibrant color solutions** to meet your needs.



Your Edge. Our Expertise.

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Find out more about ADM huito solutions: go.adm.com/yourcolors

Contact us for a technical consultation and samples: food@adm.com or call 844-441-FOOD

SOURCES:

- ¹Food Dive, February 2020
- ²Singh, Satyendra, Impact of Color on Marketing, 2006
- ³Mintel

