



Ravishing Reds for Every Occasion

Effective alternatives to FD&C Red #40 and Red #3 in food and beverage applications can be challenging. Thanks to ADM's dedication to naturally derived color innovation, our Colors from Nature™ portfolio includes a deep range of reliable, clean label red and pink color solutions to deliver the optimal shade for your application.



Refreshing Reds & Pretty Pinks

ADM uses a diverse range of raw materials to develop red and pink shades for both foods and beverages. We offer naturally derived color additives, coloring foods, fruit and vegetable juices and custom blends in order to meet the needs of customers, consumers, and regulatory bodies across the globe.

ADM develops clean-label red and pink shades from diverse natural sources, ensuring consistency in supply and optimal performance.



What makes ADM's red & pink shades special?

With over 100 years of experience in natural ingredient solutions, ADM has cultivated unparalleled expertise in creating vibrant colors. Our global team of more than 650 food scientists and engineers specializing in various aspects of food and beverage development ensures top-notch quality and technical excellence. With a dedicated focus on naturally derived color solutions, ADM is at the forefront of clean-label innovation. Our relentless dedication to color research and development allows us to offer cutting edge color solutions that meet the evolving demands of the global food and beverage industry.

ADM's Raw Material Roundup



Black Carrot



Red Beet



Elderberry



Purple Sweet Potato



Red Radish



Red Cabbage



Carmine/Cochineal



Hibiscus

Vibrant Reds that will Leave You Ticked Pink



KEY PRODUCT FEATURES

- Made from a variety of naturally sourced raw materials
- Easy to blend with other Colors from Nature™
- Custom blends and formulations to meet specific needs
- Excellent pH, heat and light stability
- Available in liquid and powder forms
- Easy to use
- Kosher (*Excluding Carmine/Cochineal Extract*)
- Halal (*Excluding Carmine/Cochineal Extract*)
- Non-GMO
- Clean taste and no off notes
- Deodorized Technology
- Water soluble

Say Goodbye to Synthetics

FD&C Red #40 and Red #3 have been under increased scrutiny, leaving consumers wary of its presence on product labels. Bad press and regulatory pressure, such as California Bill 418 seeking to prohibit the sale of food and drinks with FD&C Red #3, have created an urgent need for naturally derived and clean label alternatives to these synthetic colors.

ADM's red and pink color solutions are made from a variety of natural sources, making them clean label and consumer friendly alternatives that offer exceptional color performance in beverage and confectionery applications.

Our non-GMO, naturally sourced red and pink color solutions help you create vibrant applications and sensorial experiences.

ADM's diverse range of naturally sourced red and pink solutions deliver exceptional versatility, delivering clean label color with just the right shade for your application.



ADM's red and pink portfolio unlocks vibrant, stable color, even in tough applications.



Beverages



Dairy based drinks



Alcoholic beverages



Confectionery



Dairy & dairy alternatives



Cereals & snacks



Bakery



Pet food



Sauces & dressings



Dry mixes



Supplements

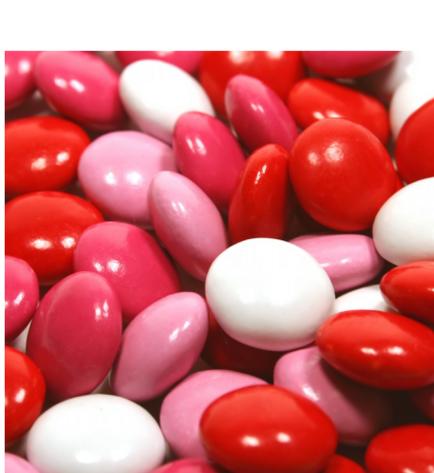
The ADM Advantage.

COLORS FROM NATURE™ PORTFOLIO:

Covers the full spectrum of colors providing beautiful solutions that consumers will love across all application 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.



More about ADM Colors from Nature®
go.adm.com/yourcolors

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

