



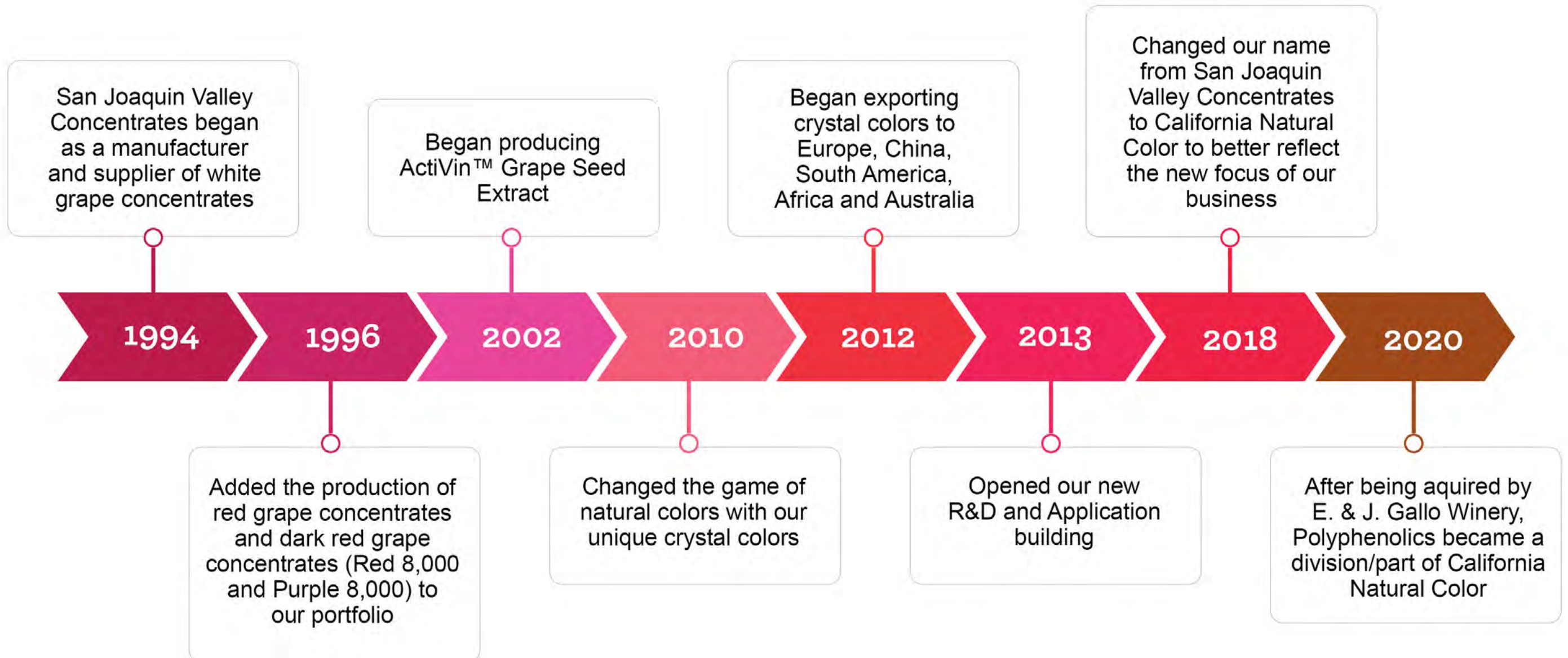
California
NATURAL COLOR

Pure Brown Carrot
2023 Clean Label Conference
Technical Snapshot



The First Bite Is Taken With The Eyes







Our Products

Experts In:

- Red Grape Concentrate
- Grape Seed Extract
- Unique Liquid & Crystal Color
 - Access to the most stable fruit and vegetable sources
 - Proprietary processing
 - Pure Colors
 - High Concentration
 - Carrier Free



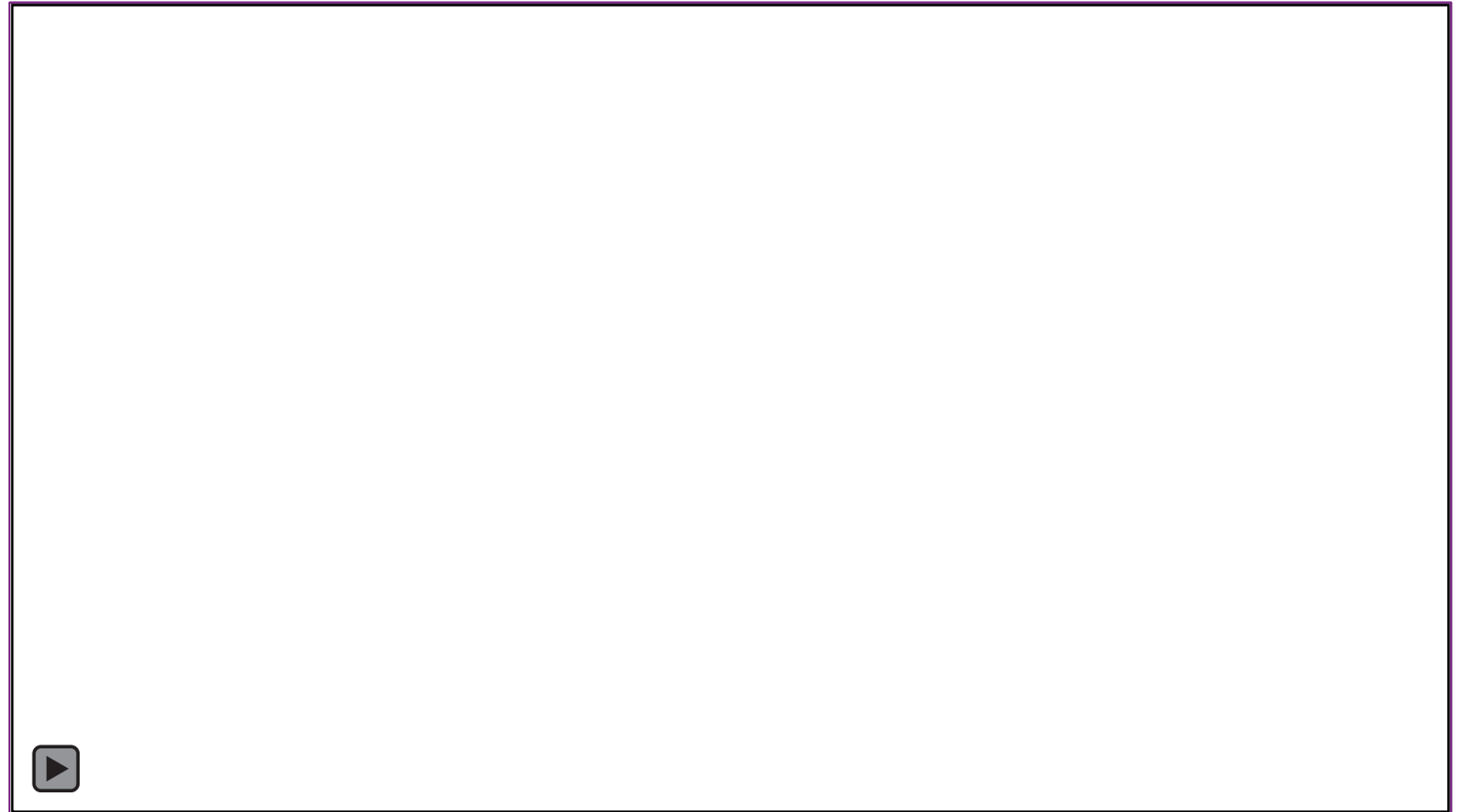


Cal Color's Crystal Colors



Unique Crystal Form

- Easily and completely water soluble
- Less dusty compared to spray dried colors
- Carrier free (virtually zero calories at typical dosage levels)



Pure Brown Carrot: A Vegetable-Based Caramel Color Replacement



Why our colors are unique:

- Fast Solubility
- Crystal Form
- Less Dust In Handling
- Superior Color Stability
- 5 Year Shelf-life
- Carrier-Free
- Light Tan to Dark Brown
- Non-GMO
- Kosher
- Halal
- Zero Calorie in Use



Applications

- Confections
- Dairy
- Beverages
- Baking
- Seasonings
- Pet food
- Sauces
- Meat & Meat Analogues





Gelatin Gummy Stability

 **California**
NATURAL COLOR

Pure Brown Carrot
0.08%



Control
Gummy

Foil-Covered
gummy exposed to
UV-Light for 7 hours

Gummy exposed
to Full UV-Light
for 7 hours

ΔE 3



Konica Minolta
CIE L*a*b*



Accelerated Beverage Stability Study

 **California**
NATURAL COLOR
Pure Brown Carrot
0.08%



100%
Color
Retention



Labeling and Regulations

Labeling & Regulations	Regulatory Status	Labeling
USA	21 CFR 73.260	Vegetable Juice for Color
EU	EC "Guidance notes on the classification of food extracts with colouring properties"	Food with colouring properties

Thank You!

We look forward to working with you!



California
NATURAL COLOR

CONTACT US TODAY *for more information or to request a sample*
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Find us on these social media sites

