



**Tasting
Nature's
Beauty in
Every Bite**

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Consumer interest in and scrutiny of food and beverage ingredients, from synthetics to their 'natural' replacements continues to grow and evolve. As a result, demand for clean and clear labels has inspired the research and development of new naturally derived color ingredients that offer stability and performance in many applications. If colors are critical to your next new product launch or if you're looking for alternative solutions to synthetics, this eBook showcases the rainbow of possibilities that ADM's Colors from Nature® can offer for your brands.

[Click here for an infographic
on ADM's unique blue!](#)



Discover the Rainbow of Possibilities.

Color is everywhere. It is one of the most important attributes that directly affects consumers' acceptance and food selection. We at ADM provide an ever-expanding portfolio of on-trend Colors from Nature[®], our complete assortment of colors. With over 400 color experts, food scientists and engineers, we can serve as an extension of your team, to create colors tailor made to your needs. Our full rainbow of colors deliver beautiful solutions consumers will love across all applications.

Partner with us to unlock Colors from Nature[®].
Your Edge. Our Expertise.



Let's Collaborate.

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Consumer Trends in Colors

Color is everywhere. It delights the senses and plays a key role in the food and beverage world, as it is the first characteristic that is noticed and predetermines our expectations of flavor and quality. Numerous studies have demonstrated how important color is to our appreciation of food.

What's Driving Colors from Nature® Trends

As global trends in health & wellness converge with consumer desires for more exciting visual appearance in their food choices, colors from natural sources have become highly sought after in food and beverage production.

Naturally derived colors have been used since ancient times, but there is no doubt that in recent years color has become the hero, moving from isolated niches to the mainstream of food design. There are several factors and cultural changes that are contributing to the popularity of naturally derived colors, including consumer attitudes toward health and wellness and the desire for cleaner and simpler foods and beverages. The rise of everything “instagrammable” has led to the phenomenon of consumers posting pictures on social media of the food that they are eating as a means of connecting and sharing experiences. This form of self-expression has created the opportunity to innovate with colors.



75%
of food and drink
products launched
globally used colors
from natural
sources¹



Over 60%
of consumers'
initial assessment
is based on color²

Healthy Optimism

2022 continues to bring a sense of healthy optimism as consumers are creating a more vibrant version of themselves through healthy choices. They are looking to the future and feeling hopeful about the state of the world. They are making better, more positive choices in food, beverages and supplements to support their overall health.



Bright colors, like yellow and orange, create the perception of happiness, joy, energy and immunity.

Opportunities for Packaged Food Products

With consumers today actively seeking out foods and drinks that align with both their holistic health and wellness goals and their desire for clean and clear labels, we're seeing an increase in demand for colors derived from natural sources.

There are many opportunities for brands to innovate and use fun and bold colors in food and drink products; however, to suit consumer needs, these products should focus on using colors from natural sources.

It has long been said that consumers “eat with their eyes” first, and this statement is more relevant than ever in the age of Instagram. Brands have responded by developing products using synthetic colors to produce vivid, attention-grabbing hues previously not achievable with colors derived from natural sources. Consumers are shifting away from products with synthetic colors on the label in favor of naturally sourced colors they perceive to be more aligned with a healthy lifestyle. Brands can still win over digitally savvy consumers through the innovative use of color to differentiate their products, creating aesthetically exciting and “like-worthy” food experiences that have labels with higher consumer acceptance.

1. Mintel
2. Singh, Satyendra, *Impact of Color on Marketing* (2006)



Succeed with Naturally Sourced Colors.

Consumers globally seek the most delightful and appealing foods, at the same time they require safer, more nutritious, and healthier products. Naturally derived food colorants offer a host of benefits over synthetic versions, one of which is positive perception with consumers. With over 150 years of experience in natural ingredients we at ADM globally source fruits, plants, and vegetables and use our technical ingenuity and formulation know-how to develop stable and vibrant color solutions to meet your needs.

Create an Edge with our Expertise.



Let's Collaborate.

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Overcoming Technical Hurdles

Incorporating Colors Sourced From Nature Is Easier Said Than Done

Developing a new product or replacing synthetic colors with naturally derived formulations can be perceived by consumers as a signal of a healthier product, and yet color is often one of the last characteristics considered when creating recipes and products. Overlooking color as a key ingredient can lead to last-minute complications in formulations, given that one-to-one replacement is anything but “simple.”

Working with naturally derived colors is not an easy task. There are many things to consider such as pH, light and packaging, temperature and processing conditions, base colors, chemical interactions with other ingredients, and shelf life, to name a few. Our experts understand what it takes to leverage naturally derived ingredients to design unique, consumer-preferred solutions for your color challenges and opportunities.



Image Courtesy of Getty Images

Overcoming Technical Hurdles

Introducing a Bright White Solution for Confections, Beverages & More!



As the popularity for bright white color alternatives continues to grow, there is an increased need for color solutions that can ensure that challenges are met while simultaneously addressing consumer concerns. Notably, there are common challenges with white hues amongst confection and beverage applications that often make it difficult for manufactures to ensure that their products are visually appealing and meet consumer expectations for clean label appeal and ingredient transparency.

ADM's PearlEdge[™] solutions help you achieve bright white shades with cleaner and clear labels. They also give you an edge when it comes to better stability, performance and appearance in a variety of applications.

Colors from Nature®

A Rainbow of Possibilities

If you can visualize it, we can do it. ADM offers the complete portfolio of color additives from natural sources. Our custom blends allow you to achieve virtually any shade in the complete color range and spectrum.

No matter what color you are trying to achieve, or what your end goal is, ADM has the technology and know-how to get you there. From bright and intriguing to soft and natural, there's a custom application backed by unmatched expertise ready to help you get to market faster.



Feeling Blue? Benefit from the Beauty of Blue



Image Courtesy of Getty Images



Image Courtesy of Getty Images

What Makes ADM's Blue Special?

For a long-time, acid-stable blue color derived from natural sources was considered the 'Holy Grail' of the food and beverage industry. A solution that offered acid, light and heat stability was always missing. This not only presented longstanding industry limitations for blue, but for any other shade that uses blue as a primary color—such as purples, greens, or browns.

ADM's Colors from Nature® offers the industry's only patented, acid-, light- and heat-stable blue color derived from huito fruit juice. We have sourced from the Amazon region and ingeniously developed the first stable, naturally sourced blue solution for the US market, to give you an edge when formulating for food and beverage. Our unique blue portfolio makes it possible to achieve several shades of blue, green, purple and brown from a natural source.

In the Huito World, We Are True Blue!

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

Enhance your brand with ADM's unique blue color solution—the perfect way to drive consumer appeal and add excitement to products with on-trend hues sourced from nature!

White Hues Have Never Looked so Smooth

Derived from nature, PearlEdge™ Silk, Satin and Shine solutions allow you to replace ingredients such as TiO₂ and modified starch with native corn starch on your ingredient list. PearlEdge™ Silk and Satin have been tested in a multitude of application processes to illustrate their superior performance. It keeps in suspension, and in confections, works extremely well in sugar syrup to alleviate uneven texture, blotchy surface and perceived roughness.

Innovative Solutions for Food & Beverage

Our PearlEdge™ portfolio was designed as an array of solutions to address different applications, markets, certifications and regulatory needs, rather than a one-size fits all approach. Our color scientists and regulatory teams can provide guidance to choose the optimal solution that work well for your specific applications and achieve a desired white target shade.





Nature is Our Starting Point

We transform elements present in nature by using patent pending and proprietary technologies to provide unique bright white solutions for our customer's needs in the Food, Beverage, Supplements and Pet Food industries.

Complete Vertical Integration.

- Clean label friendly - "native corn starch" instead of "modified starch"
- Vertical Integration - ADM has control over the whole process from seed-to-fork.
- Traceability and control of raw material needed to produce the precise white shade.
- Complete control over specification and all quality parameters of raw material.



Give Deliciousness the Perfect Color.

In today's world, there is an increased demand for appealing colors that draw consumers in before ever taking a bite. Deliver the taste, texture and appearance consumers expect with ADM Colors from Nature®. Our innovative team of experts have the technical ingenuity and formulation know-how to develop stable and vibrant colors sure to excite.

Signal deliciousness through visually appealing, color solutions from nature to create products consumers will crave.



Let's Collaborate.

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Leading Application Areas

We support developers with an ever-expanding portfolio of on-trend Colors from Nature® for a variety of applications:

There is a Color for That!





Meat & Seafood Alternatives

As plant-based food and beverages continue to grow rapidly, there is an increased need for colors that can ensure these products are visually appealing and, when applicable, meet consumer expectations versus their animal-based counterparts. Over 50% of US consumers identify as vegan, vegetarian or flexitarian. These consumers will continue to demand better and better plant-based alternatives that have the taste,

texture, and appearance they desire both in the raw and cooked forms. Naturally derived color solutions play a key role in delighting the consumer and delivering on their expectation before and after the cooking process. ADM offers an extensive portfolio of Colors from Nature® in shades of orange, pink, red, brown, and white to replicate the look of meat and seafood. They even change hue from the reddish color indicative of raw meats to a hearty brown shade when cooked.



Image Courtesy of Getty Images

Bakery

The baking category has experienced a boom recently as consumers are looking for comfort foods and indulgence. At the same time, health and wellness will continue to be a priority among consumers. In fact, 62% of global consumers claim that they are trying to avoid synthetic colors in food and beverages.

Eye-popping hues play a delicious role in the indulgent sensory experience of baked goods, which has led to a need for bright and stable colors for bakery. The bakery category has its own set of color-performance and stability issues.



Image Courtesy of Getty Images

High temperatures and prolonged baking times can present challenges when working with naturally sourced colors. In addition, some pigments used in oil applications can bleed or create stains. ADM offers a full rainbow of Colors from Nature® specifically designed for baking applications and tested for shelf life and stability. From cakes to cookies, icings to decorations, ADM has the colorful solution for you.



Image Courtesy of Getty Images

Dairy

In dairy products, color stability can be challenging. Processing methods like pasteurization can impact the intensity and stability of certain colors. Additionally, high acid applications like yogurts and free calcium ions in milks and ice creams can affect pH levels, which in turn influence color stability. Dairy proteins may also interact with naturally derived colors, affecting their brilliance in the finished product. Our cross functional teams at ADM can create robust and stable formulations to ensure long-term vibrancy.

Confectionery

As trends in confectionery move from synthetic to more naturally sourced color solutions, ADM has the ability to deliver on these demands. Whether your products are chocolates, pannings, marshmallows, toffees, gums, mints, pastilles, jellies, sugar confections, boiled sweets, lollipops, medicated confectionery or soft chews, ADM can provide a full rainbow of Colors from Nature®. Signal deliciousness through visually appealing, stable color solutions from nature to create products consumers will crave. Rely on our advanced capabilities, formulation know-how and world-class supply chain to achieve speed to market with ADM's eye-catching, naturally sourced solutions for replacing synthetic colors.

Holistic Approach

ADM understands what it takes to develop exceptional food and beverage products that consumers demand. This understanding includes deep knowledge of the role and importance color plays in our daily food and drink choices. Whether customers are looking to optimize costs, create visually delightful products, replace synthetic colors or innovate in a specific category, we know color is at the core of consumer preference and we have their needs covered.

ADM recently completed a consumer study to understand the importance both colors and flavor have on overall desirability. Using our proprietary ADM InsideVoiceSM consumer research panel, participants were shown a series of confections made with natural flavors and different matching color shades. Consumers were asked to indicate which ones they liked best based on overall appearance, color, taste and color fit-to-taste. The results of the study reveal consumer preferences around natural flavors and which shade of color best fits the associated taste. This is one example of the holistic approach we're taking to the complex challenges developers face.





Partner with ADM to leverage its unparalleled portfolio of Colors from Nature® with complementary proprietary ingredients that work synergistically to deliver the color, taste, function, nutrition and labeling your **consumers prefer**.

Unrivaled Colors, Unlimited Possibilities for Food Products

Color is at the core of today's consumer experience—and there's a lot of competition trying to reach them. So in order to differentiate your brand, create visually pleasing products and innovate in your category, ADM makes sure your color needs are covered.

We've got bright ideas when it comes to Colors from Nature®. Your Edge. Our Expertise.

ADM UNLOCKS THE BEAUTY OF NATURE.

The Colors from Nature® portfolio covers the full rainbow of colors, providing beautiful solutions consumers will love across all application spaces. Starting from nature, we globally source fruits, plants and vegetables from long-term partners and use our own proprietary techniques, resulting in the highest est quality, stability, and vibrant color solutions to meet your needs. Count on us to meet any formulation challenge head-on and to deliver for you and your consumers every time.



Image Courtesy of Getty Images

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