

Organic natural coloring  
solutions you can trust



# Natural shade coming from our natural organic coloring foodstuff

Our long history within natural colors and pairing of Oterra's agronomics and scientific expertise results in a portfolio of natural coloring solutions dedicating for foods and beverages

- **Consumers want organic food and beverages** aligned with naturality and health
- **Oterra's backwards integrated natural coloring solutions** provide full transparency from farm to finished product. Oterra's agronomists work closely with seed developers and farmers to select the best of nature.
- Our products are manufactured mainly **from organic ingredients of agricultural origin and contribute to the part of organic agricultural ingredients in foods (95%)**
- **Our new range of organic FruitMax® complies with both Organic European and American legislations** providing the basis for sustainable development of organic products and ensure consumer confidence.
- **We guarantee clean labelling and high pigment content** from juices by maintaining the integrity of the raw materials from the fields to the final food applications.





## Our value propositions

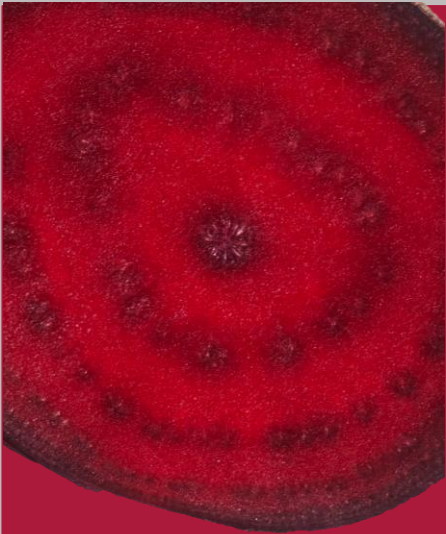
1. Healthy and Natural colors

2. Transparency and traceability

3. Clean labelling

4. Regulatory compliance with US and EU

# Our new Organic products will come from 4 different raw materials



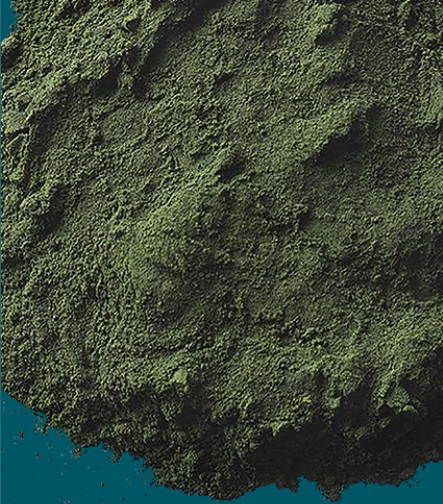
**Red beet**



**Orange carrot**



**Black carrot**



**Spirulina**





	Name	Gin	Color strength	Shelf life	Ingredient lists
 <p><b>Red Beet</b></p> 	FruitMax Organic Pink 1162 WS/14 kg	724082	0.30-0.40% betanin	18 months (0-4°C)	Organic red beet juice concentrate, organic lemon juice concentrate
 <p><b>Orange carrot</b></p> 	FruitMax Organic Orange 1606 WS/14 kg	724083	0.08-0.12% Beta-carotene	18 months (0-4°C)	Organic orange carrot juice concentrate
 <p><b>Black carrot</b></p> 	FruitMax Organic Red 118 WS/20 kg	724086	3.0-6.0 CU/kg	18 months (0-4°C)	Organic Black carrot juice concentrate, citric acid
 <p><b>Black carrot</b></p> 	FruitMax Organic Red 119 WS/20 kg	724087	3.0-6.0 CU/kg	18 months (0-4°C)	Organic Black carrot juice concentrate, organic lemon juice concentrate
 <p><b>Spirulina</b></p> 	FruitMax Organic Blue 1511 WSP/5 kg	724084	400-450 E10%, CU/kg	24 months (0-4°C)	Organic spirulina extract



## Explore our vibrant shades with organic colors

	Name	Gin	EU Labelling	Color strength	Shelf life
 <p><b>Red Beet</b></p> 	FruitMax Organic Pink 1162 WS/14 kg	724082	Organic red beet juice concentrate, organic lemon juice concentrate	0.30-0.40% betanin	18 months (0-4°C)
 <p><b>Orange carrot</b></p> 	FruitMax Organic Orange 1606 WS/14 kg	724083	Organic carrot juice concentrate	0.08-0.12% Beta-carotene	18 months (0-4°C)
 <p><b>Black carrot</b></p> 	FruitMax Organic Red 119 WS/20 kg	724087	Organic black carrot juice concentrate, organic lemon juice concentrate	3.0-6.0 CU/kg	18 months (0-4°C)
 <p><b>Spirulina</b></p> 	FruitMax Organic Blue 1511 WSP/5 kg	724084	Organic spirulina extract	400-450 E10%, CU/kg	24 months (0-4°C)





## Explore our vibrant shades with organic colors

	Name	Gin	US Labelling	Color strength	Shelf life
 <p><b>Red Beet</b></p> 	FruitMax Organic Pink 1162 WS/14 kg	724082	Organic vegetable concentrate (for color)	0.30-0.40% betanin	18 months (0-4°C)
 <p><b>Orange carrot</b></p> 	FruitMax Organic Orange 1606 WS/14 kg	724083	Organic vegetable concentrate (for color)	0.08-0.12% Beta-carotene	18 months (0-4°C)
 <p><b>Black carrot</b></p> 	FruitMax Organic Red 119 WS/20 kg	724087	Organic vegetable concentrate (for color)	3.0-6.0 CU/kg	18 months (0-4°C)
 <p><b>Spirulina</b></p> 	FruitMax Organic Blue 1511 WSP/5 kg	724084	Organic Spirulina extract (for color)	400-450 E10%, CU/kg	24 months (0-4°C)

# Our natural organic coloring solutions dedicating for foods and beverages

