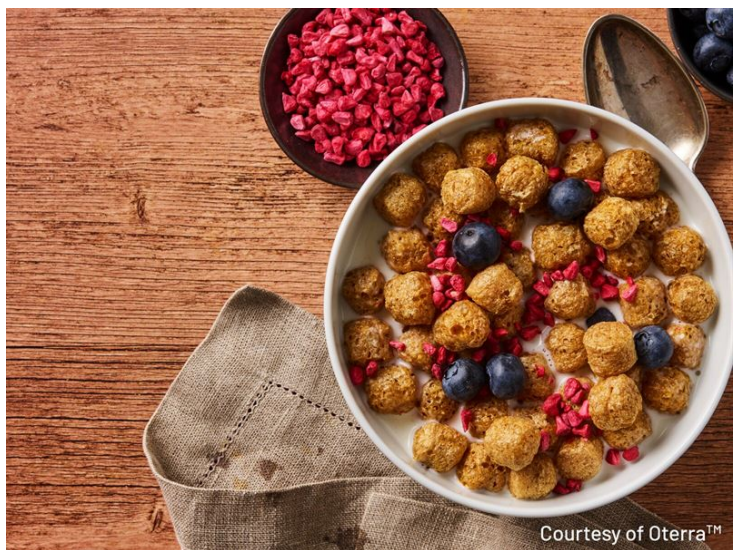


Oterra unveils simply brown range clean-label caramel replacement

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Oterra, the world's leading supplier of natural colours for food and beverage, is pleased to announce the immediate launch of its groundbreaking Simply Brown range. Expertly crafted from apples, the new range heralds a new era in Oterra's clean-label caramel replacement solutions as part of our flagship FruitMax colouring food range.

While caramel has long been a food colouring staple, changing consumer preferences show the need for clean brown replacements. A recent study showed over 25 per cent of consumers actively avoid foods with additives due to healthier eating, while 56 per cent will pay more for products bearing a "natural" label. Oterra's Simply Brown range, which includes four products, a powder, and liquid for human consumption, and two pet products, answers this demand by utilising a gentle cooking process that results in rich, stable natural brown shades without the unwanted caramelisation.

Food and Beverage manufacturers who utilise Oterra's Simply Brown range meet clean label requirements by being able to list the colours on packaging as Apple concentrate in the EU or Fruit juice (colour) in the US. In contrast to certain caramel replacements, such as malt, Simply Brown is also gluten-free, and devoid of 4-MEI and sulfites, making it an even more attractive alternative for health-conscious consumers.

The range is ideally suited for bakery, cereal, snack, and savoury applications, given its exceptional stability, even in high pH and high-temperature environments. Furthermore, it is perfect for use in dairy applications, as it delivers that classic chocolate milkshake appearance without interfering with other proteins and minerals in the mixture.