



Bringing the best of nature to sweet treats

Colorful nature

Sensient introduces exciting new coloring solutions with its Fusion brand of products.

Sensient Food Colors has launched an exciting range of new color solutions for the food and beverage industry. Sensient's innovative "Fusion Imagine Nature" brand delivers natural shade solutions to meet our customer's highest requirements by bringing together carefully selected raw materials with our proprietary formulation technologies, in combination with application expertise and support. Sensient has extended its Fusion range with attractive new shades of high performance coloring foodstuffs and natural colors giving bright and stable coloring for confectionery products.



Fusion "Red Currant Red" and "Pink Red" deliver precise red color hues in pan coated sweets

Attractive Red

The new Fusion "Red Currant Red" and "Pink Red" have been formulated based on a combination of carefully selected carrot and beet root varieties. By combining the hydrophilic and lipophilic pigment structures into a new product concept, Sensient brings the advantage of novel stabilizing technology against oxidative degradation. These new Fusion products are coloring foodstuffs and an excellent choice to achieve brilliant red currant or pink red color shades especially in pan coated sweets. Due to their vivid color hues and special formulation properties, they are a perfect E number free, vegetarian and Kosher replacement for red shades based on carmine. As a result of extensive research focused on the coloring properties of flavonoid structures, Sensient offers new Fusion solutions with superior stability based on red and purple anthocyanins. By screening the optimum balance of these carefully selected plant ingredients and preserving the pigment stability by appropriate concentration technology,



Fusion "Raspberry Red" and "Cranberry Red" with bright color performance in hard boiled candies

Sensient developed the products Fusion "Raspberry Red" and Fusion "Cranberry Red". They demonstrate bright raspberry and cranberry red color performance in hard boiled candies and jellies. For confectionery manufacturers preferring carmine free labelling, Sensient Fusion "Raspberry Red" and "Cranberry Red" are the optimal products for attractive red color shades.

Shade specific Yellow

Fusion products guarantee shade specific natural colors formulated with proprietary technology. For Fusion



Fusion "White" – a natural choice for white color in pan coated sweets

"Pineapple Yellow" and "Mandarin Orange" shades, Sensient applies a novel dispersion and emulsification process to achieve outstandingly stable and precise bright color shades, from oil soluble carotenoids. These high performance formulations are characterized by extraordinary stability against fading and deliver brilliant yellow and orange color hues to a wide range of confectionery products such as hard boiled candies, jellies and chewable sweets. Fusion "Pineapple Yellow" and "Mandarin Orange" are attractive options to replace azo dyes like tartrazine or sunset yellow in confectionery applications, where precise and stable yellow and orange color shades are essential.

Bright White

Manufacturers of panned confectionery have been looking with ever-growing interest for alternatives to TiO₂. Sensient has now developed a novel product solution to replace TiO₂ and to achieve a bright white color hue in panned sweets. Sensient Fusion "White" is a perfect choice: it not only gives a brilliant white color shade, it is also a coloring foodstuff and can be labelled without an E number. Fusion "White" is composed from recognized food ingredients and is based on a blend of especially selected carbohydrates. This new product is characterized by a high tinctorial strength due to the tailored fine particle size and a bright white appearance. The powder structure is optimized and balanced to achieve optimum light reflection parameters. During the coating process, Fusion "White" gives a homogeneous whitening effect on the surface and disperses easily in syrup at room temperature. The product creates a smooth surface and evenly white layers, avoiding any irregular distribution.

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About Sisterna ...

Netherlands based Sisterna is the world's forerunner in the research and development of high-grade sucrose esters. With our experience over many years and together with our wide sales and promotion network in Europe and the USA, Sisterna has developed countless proven and innovative applications of these emulsifiers for the food and other industries. Our technological edge and our detailed product know-how enable us to provide specific benefits which these natural sucrose esters offer in formulations.

If you are convinced of the multifaceted effect of sucrose esters, then choose the best: *Sisterna® sucrose esters.*

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