



Color-Tremes

The Natural Alternative
For Your Coloring Needs.

Beatrice®

Natural Colors That Are Flexible, Vibrant, And Easy To Use.

Beatrice helps you meet rising consumer demands and regulatory pressures for natural coloring. Now you can rely on Beatrice to be your single source with a full range of COLOR-TREMES.

The natural colors are derived from beets, annatto, turmeric, paprika, and carrots. They create an entire spectrum of coloring options in blends of varying shades. Custom blends of natural colors or with FD&C colors are also available to match your specifications.

Exclusive Beatrice processes create stable color systems by reducing light and pH sensitivity, as well as heat and oxidation limitations. They feature excellent water and oil solubility. And many of the flavor and storage problems usually associated with natural colors have been solved.

Color-Tremes are more economical too, because of better sourcing of raw materials and more efficient production.

From the deepest reds to the most vibrant yellow, Color-Tremes are the natural choice.

ANNATTO

The tropical annatto tree has seeds coated with an orange/yellow pigment called bixin.

It is from this pigment that Color-Treme annatto extracts are produced. Depending on the usage and color hue desired, three types of coloring are available: water-soluble, oil-soluble, and powdered concentrate.

The annatto colors can replace FD&C Yellow No. 6 or blends of No. 5 and No. 6 in cheese, butter, crackers, snack foods, cereals, beverages, ice cream, candy, baked goods, salad dressings, and more.

TURMERIC

A natural alternative to the controversial FD&C Yellow No. 5 can be found in Color-Treme turmeric yellows.

The roots of the turmeric plant are harvested, dried and ground to produce the debittered extract. They provide a bright yellow/green without spice flavor.

Use turmeric colors in soups, margarine, shortening, frostings, cakes, pies, salad dressings, pickles and relish, candy, and processed cheeses.

BEET

Beet pigment is a potent source of red coloring for foods.

Using a patented Beatrice technique, the color is extracted from the beet. The clarified juice is pasteurized and frozen until shipment.

Color-Treme natural reds can be used in place of FD&C Red No. 6 and No. 40. Applications include gravy mixes, chocolate pie crusts, processed meats, ice cream, yogurt, candy, and salad dressings.

OLEORESIN PAPRIKA

A quality orange-red paprika color begins with careful selection of quality ripe pods from the mild capsicum plant.

The pepper is dried and ground, then exclusive Beatrice extraction processes are used to get highly concentrated pigments.

Typical applications of oil-and watersoluble paprika are dairy products, processed meats, bakery goods, dressings and sauces, snack foods, confections, and pharmaceuticals.

OLEORESIN CARROT

Color-Treme oleoresin carrot is extracted from carrots grown and dehydrated in California.

These are very powerful coloring agents that require only small quantities to give foods an attractive appearance. Depending on the concentration, you produce a lemon-yellow to a golden-orange. In addition, oleoresin carrot is rich in Pro-Vitamin A.

Oil-soluble forms can be used in butter margarine, cooking oils, salad dressings, popcorn, canned soups, catsup, and beverages. Water miscible varieties can be used in dry convenience mixes, cheese powders, convenience bakery mixes, ice cream, citrus bases.

Finally, you have to consider technical assistance. Why? Because, unlike artificial colors, the performance of natural colors depends greatly on the system's chemistry and processing.

Trust Beatrice sales and technical representatives to provide the most qualified applications expertise. They know more about matching the right color for new or existing products than anyone else.

Annatto

Double Strength (in water)

.013%

.027%

.04%

Double Strength (in water)

.02%

.033%

.047%

Turmeric

Color-Treme Y-181 (in water)

.05%

.2%

.4%

Beet

Color-Treme R-111 (in water)

.013%

.033%

.13%

Oleoresin Paprika

Color-Treme P-100 (in water)

.01%

.1%

.2%

Oleoresin Carrot

Color-Treme C-110 (in oil)

.08%

.2%

.4%

Color-Treme Natural Colors

The colors shown on this page are approximations only, and should be used as a starting point for your formulation. Your results will depend on your total product formulation, processing parameters and other factors. We are happy to give you specific advice about Color-Treme's applications.

Just call us, at our main number, **312-782-3820 ext. 3802**, and we'll go right to work making Color-Treme your best possible choice for natural colors.

Beatrice®

COLOR-TREME FACT SHEET

PRODUCT	COLOR LEVEL	CARRIERS	FEATURES	END PRODUCT USE
ANNATTO				
Single Strength	1.4% Norbixin	KOH Solution	Water Soluble	Cheese, 1-1½ oz/1000# milk
Double Strength	2.8% Norbixin	KOH Solution	Water Soluble	Cheese, ½-¾ oz/1000# milk
COLOR-TREME A-177	2.5% Norbixin	Propylene Glycol, Polysorbate 80	Acid proof Water Miscible	Acid Systems, Wet Foods and Beverages
COLOR-TREME A-275	2.75% Bixin	Propylene Glycol, Glycerol, Mono-Oleate	Heat Tolerant Water Miscible	Process Systems
COLOR-TREME A-315	15% Norbixin	Potassium Carbonate, KOH Solution	Powder, Stability	Dry Mix Applications Soup, Cake, Beverage
BEET				
COLOR-TREME R-111	.5% Betanin	Water, Citric Acid	Water Soluble	Wet Systems. Yogurt Ice Cream, Desserts
COLOR-TREME R-333*	.35% Betanin	Maltrin, Citric Acid	Powder, Water Soluble	Dry Mixes Same as above
TURMERIC				
COLOR-TREME Y-181	1.5% Curcumin	Propylene Glycol	Water Soluble	Replace FD&C Yellow #5
COLOR-TREME Y-188	8% Curcumin	Polysorbate 80	Powder, Water Soluble	Replace FD&C Yellow #5
COLOR-TREME Y-454	5.25% Curcumin	Maltrin, Polysorbate 80 SiO ₂	Powder, Debittered	Replace FD&C Yellow #5
OLEORESIN PAPRIKA				
COLOR-TREME P-100	1000 ASTA	Vegetable Oil, Polysorbate 80	Water Miscible	Meat products, salad dressings, dry mixes, condiment mixtures, snacks, bakery products, processed foods
COLOR-TREME P-200	1000 ASTA	Vegetable Oil	Oil Soluble	
COLOR-TREME P-202	2000 ASTA	Vegetable Oil	Oil Soluble	
OLEORESIN CARROT				
COLOR-TREME C-110	10,000 Color Value	Vegetable Oil	Oil Soluble	Ice cream, egg nog, citrus drink bases, icings, soups, cheese, baked goods, noodle dishes
COLOR-TREME C-120	10,000 Color Value	Vegetable Oil	Microcrystalline	
COLOR-TREME C-315	15,000 Color Value	Dextrin, Lactose, SiO ₂	Water Miscible Powder	As above, plus dry convenience food items

*Available on a custom-dried basis only.



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