

Endure[®] Beetroot

Sense Colour

Can your red beet ENDURE the heat?

Looking for an alternative to carmine and synthetic
reds that can 'beet' the heat?

Our Endure beetroot is a vegan, simple label red option
developed for improved heat stability in cakes and other
bakery applications.

In **85%**
of all buying decisions,
colour is the dominant
factor

28%
of European consumers
say that they find vegan
claims appealing within
the bakery market

62%
of European consumers want
colouring to be natural

By understanding the mechanisms of degradation of the betanin, Givaudan Sense Colour has developed Endure Beetroot, a patent pending solution to provide a more heat stable red option for cakes that require heat stability.



Benefits

- Vegan alternative to carmine
- Plant-based alternative to Allura Red (E129) or Iron Oxide
- Vegan & Halal suitable
- Can achieve a Red Velvet shade when not possible with Carmine due to regulatory limits on dosage
- Labelling: 'Antioxidant: ascorbic acid, Colour: beetroot'



Light stability



Heat stability



3.0 - 8.0

pH stability



Scan the QR code
for a free Endure
Beetroot sample



Sparkles

Sense Colour

Spark some interest!

Intrigue, delight, excite - these vibrant, colourful decorations can do more than just attract. Whether you want to show a pop of flavour or sprinkle in a little surprise, Sparkles can help create the perfect food experience.

These decorative additions are suitable for use in panned candies, gummies, boiled sweets, tablets, bakery decorations, and snack seasonings.

53%

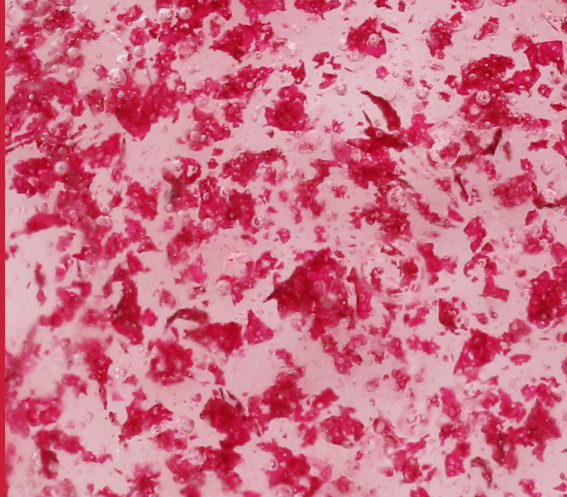
of UK adults associate unusual confectionery flavours with fun, providing clear opportunity for innovation.¹ Colour carries the promise of that innovation—setting the tone, hinting at taste intensity, and igniting emotional connection.

40%

of Western European consumers favour authentic, natural flavours, and 35% enjoy surprising or exotic tastes.² Tiny sparkles of colour from natural sources can signal both, blending trust with playful discovery.

Sparkles are created from a unique soft drying technology and our natural colour formulation expertise, delivering a brand new range of natural colour solutions.

Developed for the confectionery industry, Sparkles are the solution of choice to enhance visual appeal across a large range of food applications.



- Natural colour range dried into small paillettes and flakes
- Tasteless, bright-coloured particles
- Intense colour at a low usage level
- Enhance visual appeal
- Sugar free

Targeted Applications:

- Chewing-gum and panned candies
- Hard boiled candies
- Pastry decorations



Scan the QR code
for a free natural
colour sample



michroma[®] Colours

Sense Colour

Petite particles, impressive impact!

Our unbelievably vibrant michroma[®] colours are micronised pigments that offer improved functionality, colour expression, and performance in fat-based confections over standard natural colours for more vibrant and creative candies.

These clean label colours are suitable for use in applications like chocolate decorations and compound coatings.

51%

of consumers choose chocolate with vibrant, eye-catching designs.

¹ The use of natural colours in compound coatings delivers eye-catching contrast and playful designs.

European consumers are seeking adventurous flavour combinations, from dessert mash-ups to sweet-savoury pairings.² Bold flavours shine even brighter when dipped in a splash of michroma[®] natural colours.

Michroma® is our colour technology that allows for the regulation of particle size of various pigments, providing vibrant colour options and use in an extended range of applications.

Thanks to the small particle size, the pigment's original properties can be improved, for better results in intensity and stability, with a larger range of colours.



Increased Colour Intensity
and Colour Stability

Enhanced Colour Distribution
& Dispersibility

Extended Colour
& Application Range

Available for colour additives
& colouring foodstuffs



Scan the
QR code to
learn more

