

A close-up photograph of a hand with light blue nail polish holding a donut with orange frosting and multi-colored sprinkles. Below the hand, a white box contains several other donuts, including one with white frosting and one with chocolate frosting, all topped with sprinkles. The background is softly blurred.

Givaudan
Human by nature

Welcome
to Sense Colour



Welcome to Sense Colour

**Together, we
co-create food
experiences using
the broadest palette
of natural colours
brought to life by
an unparalleled
team of experts.**

Explore the broadest palette of natural colours, including:

Reliable, clean label,
and effective solutions

Options for every labelling
and functional need - from super
stable to simple label

A focus on pigments that
add value for you

A strong colour innovation pipeline





Reds

Lively, attractive, and delicious. Red to pink shades are a must-have for food and beverages. Choose from a wide selection of red sources including Amaize[®], beet, radish, elderberry, black carrot, and carmine to get the perfect fruity red shades for your application.

Amaize[®] Red

The Responsible Red

Sense Colour Red Pillar

This anthocyanin colour has ease of scalability and a transparent supply chain. It provides a bright red shade in beverages and confections.

Can be simply labeled as vegetable juice for colour

In-house extraction in Port Washington, WI

Controlled from seed to sale

Easily scalable and sustainable crop

Liquid & powder formats, organic available



Vegebrite® Black Carrot

Sense Colour Red Pillar

Bright and vibrant pink to red colour, this carrot concentrate offers an excellent performance with a low cost in use.

Can be simply labeled as vegetable Juice for colour – meets the EU criteria for colouring foods

Secured sourcing on large volumes

Aseptically packed after heat treatment

Liquid & powder formats





Our complete red range

Amaize® Red	Organic available
Black Carrot	Standard & Vegebrite® available
Carmine	
Beet Root Red	Standard & Vegebrite® available
Radish	Standard & Vegebrite® available
Elderberry	Standard & Vegebrite® available
Lycopene	

*Our natural colour range includes standard natural colours and our Vegebrite® line of colouring foods, which meet the EU guidance for colouring foodstuffs. We can help you pick the best option for your performance and labelling needs.



Oranges

From tasty cheeses and indulgent vanilla ice creams to refreshing citrus beverages, orange shades from annatto and paprika are some of the most popular for foods and beverages. They offer a vibrant palette for exciting consumer experiences. These convenient colours are available in just about any form for any application.

Annatto

Convenient Colour

Sense Colour Orange Pillar

Vibrant yellow to orange colour that is available in a wide variety of product formats and solubilities for ease of use in application. It offers a cost-effective natural alternative to synthetic yellows and oranges.

Seed extraction on site in Port Washington, WI

Largest annatto seed extraction facility in North America

Strong global supply contracts

Sourced from geographically diverse areas for contingency



emSeal® Paprika

Convenient Colour

Sense Colour Orange Pillar

These easy-to-use paprika formulations provide bright orange to red-orange shades. Liquid or powder, clear or cloudy - there are options available for applications like beverages, confections, sauces, soups, and seasonings.

Excellence in manufacturing for reliable, high-performance emulsions

Wide variety of formats and a range of emulsification systems for use in just about any application

Effective alternatives to synthetic oranges

Easy to use in manufacturing – no heating, diluting, or homogenization required





Our complete orange range

Paprika

emseal® available

Annatto

Organic available

Beta-carotene

emseal® available

Cochineal

Apocarotenal

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Yellows

From pale butter to rich, indulgent golds – a variety of natural yellow shades are available for just about any food or beverage application. Work with stable, ready-to-use colour emulsions or choose from sources like turmeric/curcumin and safflower for bright yellow shades that are ideal for replacing synthetic colours.

emSeal® Beta-carotene

Convenient Colour

Sense Colour Yellow Pillar

Beta-carotene provides bright yellow to yellow orange shades that are perfect for use in applications like beverages, bakery, and confections. This easy-to-use colour is available in clear and cloudy, liquid and powder formulations.

Excellence in manufacturing for reliable, high-performance emulsions

Wide variety of options including natural and nature identical colours, and a range of emulsification systems for use in just about any application

Effective alternatives to synthetic yellows

Easy to use in manufacturing – no heating, diluting, or homogenization required



Vegebrite® Orange Carrot

Sense Colour Yellow Pillar

A convenient, simple label alternative for companies looking to remove E-numbers. This stable carotenoid colour provides yellow shades and can be labelled simply as 'carrot juice colour'

Agronomy expertise in carrots

Continuous improvement efforts to increase product offering and colour intensity

Drying capabilities to offer different grades, including 100% carrot

Additional yellow shades available as Vegebrite® Golden Yellow





Our complete yellow range

Beta-carotene	emseal® available
Orange Carrot	Vegebrite® available
Turmeric/Curcumin	Standard and Organic available
Lutein	
Safflower	Vegebrite® available

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Greens

The perfect mint or a deep candy apple green – Connect your consumers with the natural world through our incredible range of chlorophyll and chlorophyllin colours that have supply chain transparency back to the field. Or choose from a selection of expertly crafted blends using our Ultimate Spirulina.



Veriphyl®

Credible Source,
Incredible Colour

Sense Colour Green Pillar

A range of stable, vibrant green options with a fully traceable supply chain. These greens are great for confections, dairy, and bakery applications.

Sourced from edible plant material in accordance with EFSA purity criteria

Chlorophyll & Chlorophyllin options from spinach and fescue

Wide variety of product formats and strengths

In-house pigment expertise to create bespoke solutions





Our complete green range

Veriphyl® Greens

- Chlorophyll[in]
- Copper Chlorophyll[in]

Green Blends

Standard
& Vegebrite® available

A close-up photograph of a person's hands holding a glass filled with a vibrant blue beverage. The drink has a gradient, with a darker blue at the bottom and a lighter blue at the top. It is garnished with fresh strawberries, blueberries, and a sprig of mint. A black straw is inserted into the drink. The background is a blurred white surface with some food items.

Blues

Vibrant royals or calming cool blues, phycocyanins are the best true blue shades for foods and beverages. Need something a little more tailored? Try some of our expertly crafted blends for natural blue options with purple or green tints.

Ultimate Spirulina

Sense Colour Blue Pillar

A brilliant, natural blue colour that provides a true blue hue in neutral applications like ice cream and confections. It can be blended with other natural colours to create a large selection of blue, green, and purple shades. It is non-GM and trehalose-free.

Gently processed in house

Full control over extraction
production line

Transparent supply chain

Guaranteed high-quality
phycocyanin colour



Galdieria Blue

The Acid
Stable Blue

Sense Colour Blue Pillar

A phycocyanin blue colour that can be used in low pH applications like beverages and confections. It can be blended with other natural colours to create a wide selection of blues, greens, and purples that were previously unattainable.

COMING SOON!

Gently processed

Expertise in fermentation and pigment extraction

Completely transparent supply chain

True blue shade that offers a match to synthetic blue in low pH applications





Our complete blue range

Ultimate Spirulina

Standard / Vegebrite®
and Organic available

Galdieria Blue

*Our natural colour range includes standard natural colours and our Vegebrite® line of colouring foods, which meet the EU guidance for colouring foodstuffs. We can help you pick the best option for your performance and labelling needs.



Browns

Brown provides the familiar, comforting, and indulgent experience consumers around the world crave. Choose from simple label brown options like burnt sugars and Naturbrown® ingredients, to tried and true caramel colours, you'll find the best stable brown solution for your application.

Caramel Colours & Burnt Sugars

Sense Colour Brown Pillar

Tried and true to truly innovative - there is a caramel colour or burnt sugar option that will work in any application. Whether it's a light golden or deep rich brown, you can choose from a wide portfolio of different formats.

155 years technological experience
making stable browns

Worldwide locations for global scalability and
contingency planning

Cost-effective





Naturbrow[®] Ingredients

Better Browns

Sense Colour Brown Pillar

Created by simply cooking fruit or vegetable juice concentrates resulting in stable, golden to dark red-brown hues. Certified Organic liquid and powder options are available.

155 years technological experience making stable browns

Expertise applied to fruits & vegetables like apple, pear, & onion

Cost-effective alternatives to caramel colours

Labeled 'caramelized/cooked [fruit/vegetable] juice concentrate'





Our complete brown range

Class I Caramel Colour

Organic available

Class III Caramel Colour

Class IV Caramel Colour

Burnt Sugars

Naturbrown® Apple

Organic available

Naturbrown® Pear

Naturbrown® Barley

Naturbrown® Onion

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Blacks



Daringly dark applications, from traditional sweets to on-trend ice cream, provide a truly unique consumer experience. Create these memorable moments with a carbon black that is easily pourable with incomparable colour expression.

Vegetable Carbon Black

Intense Colour,
Perfect Pour

Sense Colour Black Pillar

A cost-effective and intense natural black colour that is easy to handle in production. It can be blended with other natural colours to adjust the shade or add depth.

In house production and expertise
in milling

Up to 30% lower cost-in-use compared
to other vegetable carbon dispersions

Up to 50% greater colour expression
compared to simple vegetable carbon
dispersions





Blends

Our library of standard blends offers ready-made colour solutions for commonly used flavors. Each has been subjected to rigorous stability testing and is fully commercialized, meaning your blend is ready to go when you need it.



Can't find the hue you need? That's ok, too. You can work directly with our applications scientists to create a custom natural colour solution specific to your application. Contact us for more information on our vast library of blends or to develop your own!

Our complete colour range

We are dedicated to providing the broadest range of natural colours to the food and beverage industry - from ensuring traceability to creating easy to use colours. Check out our full portolio below, each available in a range of different solubilities to meet your functional and labelling needs.

Reds



Amaize® Red
Purple Carrot
Carmine
Elderberry
Red Radish



Purple Sweet Potato
Beet Root Red

Oranges



Paprika

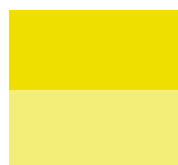


Annatto
Cochineal
Apocarotenal

Yellows



Beta-carotene
Orange Carrot



Turmeric/Curcumin
Lutein
Safflower

Greens



Veriphyt® Greens
- Chlorophyll[in]
- Copper Chlorophyll[in]

Green Blends

Blues



Ultimate Spirulina
Galdieria Blue

Purples



Grape Skin

Browns



Naturbrown®
- Apple
- Pear
- Barley
- Onion
Caramel Colour
- Class I
- Class III
- Class IV
Burnt Sugars

Whites

Pure White
Calcium Carbonate
Rice Starch

Blacks



Carbon Black

Givaudan

Human by nature

