

# FOOD COLORANTS & INGREDIENTS

A Complete Line of GFSI  
Food Colorants & Ingredients



**vivify**

COLOR  
INGREDIENTS  
INNOVATION

# PRODUCT LIST

A complete line of GFSI Food Colorants for the USA and Canadian markets.

\*GFSI \*Halal \*Kosher \*Non-GMO \*Organic

## Natural Food Color:

- Clean Label
- Natural Lakes

## Synthetic Food Color:

- FD&C Dyes, Lakes

## Custom Color Innovation For New Products:

- Liquids
- Oil Dispersions
- Powder Blends
- Pre-weighed Packages
- Technical Expertise In Color Matching & New Color Development



## Technical Assistance Using Natural Color In Your Application.

## Suitable For Other Food & Non Food Applications:

- Agriculture
- Cannabis
- Food Grade Ink
- Household, Institutional & Industrial
- Marking Pens
- Nutraceutical
- Personal Care
- Pharmaceutical



# NATURAL BLENDS

## Custom Blending For New Products

Vivify provides a complete line of Calico Natural Colors to serve the U.S. market and we can help you navigate the labeling and regulatory environment.

Food consumers have more choices available to them today than ever before. This increasingly specialized and diversified market requires food manufacturers to rapidly address ever-evolving customer tastes and demands.

Our job is to help our customers respond to changing market dynamics with innovative solutions. Whether it is key ingredient inclusion, "free from" labeling, addressing a niche consumer demand, satisfying a company marketing mandate, or implementing a R&D initiative – we can help you achieve your goal.

With over 1,000 custom product formulations, including; powder blends, liquids and oil dispersions; our team can help you solve any color challenge.

Our customers have come to rely on us for technical expertise in color matching, new color development and color problem solving. With our on-site lab, you can ensure that our technical team is ready to get to work for you with next-day samples.



# NATURAL COLORS

The Right Recipe for a Clean Label Future.



## Red Shades

Type	Color	Source	Shade
Anthocyanins (Vegetables)	Red / Purple	Carrot, Red Cabbage, Purple Sweet Potato, Red Radish	
Anthocyanins (Fruits)	Red / Purple	Grape, Elderberry, Maqui	
Beetroot	Red	Red Beetroot	
Carmine	Red	Cochineal Insect	
Lycopene	Red / Orange	Tomato	
Paprika	Red / Orange	Red Pepper	

## Yellow and Orange Shades

Type	Color	Source	Shade
Carotenoids	Yellow / Orange	Annatto Seed Beta Carotene	
Curcumin	Yellow	Turmeric	

## Other Shades

Type	Color	Source	Shade
Caramel	Brown	Caramelized Sugar	
Chlorophyll	Green	Green Leaf	
Spirulina	Blue	Algae	
Titanium Dioxide	White	Anatase	

# NATURAL LAKE COLORS

True Lake pigments that are direct replacements for Synthetic Lake colors.

High-performing natural pigments, a safe alternative that satisfies the highest industry standards. Suitable for applications in confectionary, spice & seasoning blends, tableting for food, pharmaceutical, and fats & compound coatings.

Product Code	Color	Coloring Principle	Sensitivity	Shade
CA1800	Red	Beetroot	Heat	
CA1857	Purple	Red Cabbage	pH	
CA1858	Yellow	Turmeric	Light	
CA2745	Yellow	Riboflavin	High Heat	
CA2251	Orange	Annatto	pH	
CA2252	Blue	Red Cabbage	pH	
CA2615	Sky Blue	Spirulina	pH & Heat	
CC3494	Green	Spirulina / Turmeric	pH, Heat & Light	





### Product Types:

- Primary Colors
- Low & High Dye Content Lakes
- Blends
- Liquid Colors
- Lake Dispersions:
  - Sucrose
  - Vegetable Oil
  - Glycerin
  - Propylene Glycol
  - Trans Free Available

### Applications: Dyes

- Beverages
- Desserts
- Pet Foods
- Baked Goods
- Cereals
- Confections








### Applications: Lakes











- Low Moisture Content Products
- Surface Applications
- Snacks
- Panned Confections

### Technical Assistance Includes:

- Regulatory Advice
- Expert Color Matching
- Application Advice

# FD&C DYES & LAKES

Dye	EU Number	Color Name	Shade
FD&C Blue 1	E133	Brilliant Blue FCF	
FD&C Blue 2	E132	Indigotine	
FD&C Green 3	E143	Fast Green FCF	
FD&C Red 3	E127	Erythrosine	
FD&C Red 40	E129	Allura Red	
FD&C Yellow 5	E102	Tartrazine	
FD&C Yellow 6	E110	Sunset Yellow	

Lake	EU Number	Color Name	Shade
FD&C Blue 1	E133	Brilliant Blue Lake	 
FD&C Blue 2	E132	Indigotine Lake	 
FD&C Red 40	E129	Allura Red Lake	 
FD&C Yellow 5	E102	Tartrazine Lake	 
FD&C Yellow 6	E110	Sunset Yellow Lake	 





### Product Types:

- Syrups
- Solids
- Maltodextrins
- Dextrose
- Milk Drink Powders
- Proteins
- Flours/Starches

### Applications:

- Bakery
- Bars & Cereals
- Beverages
- Confectionary
- Dressings & Sauces
- Frozen Desserts
- Pharmaceuticals
- Nutraceuticals
- Snacks



### Certifications:

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# RICE & TAPIOCA INGREDIENTS

Non-GMO Syrups and Powders That Provide Natural Sweetness - Viscosity - Structure

When your formulation calls for the perfect balance of function and sweetness, Vivify offers a wide range of plant-based extracts in syrup and powder form all backed by our technical expertise. Our tapioca and rice syrups provide the body and viscosity for your project, making it an essential ingredient to control sucrose crystallization. Our spray-dried solids offer the same properties once dissolved as syrups in a stable free-flowing powder. All ingredients are non-gmo, available in certified organic, and manufactured to your required DE specification.








Product Name	DE Range	Available in Organic	Infant-Safe	Shade
Tapioca Clarified Syrup	27-64	✓	✓	
Brown Rice Syrup	27-64	✓	✓	
Brown Rice Clarified Syrup	27-64	✓	✓	
HI Maltose Rice Syrup	44-48	✓	✓	
Pharma Infant-Safe Rice Clarified Syrup	27-64	✓	✓	





# CALICO PEARLS

Introducing Calico Pearlescent Pigment!

Product Code	Color	Shade
CA2896	Silver	
CA2904	Blue	
CA2905	Green	
CA2906	Violet	
CA2908	Gold	



## Profile:

- Powders
- Particle Size: 10 – 60 µm  
\* More Options Available
- Contains Mica and TiO<sub>2</sub>
- Kosher Certified
- Allergen Free
- Apply To The Surface Or  
Directly To The Product

## Applications:

- Cereals
- Confections
- Frostings
- Gelatin Desserts
- Hard And Soft Candies  
(Including Lozenges)
- Bakery Product
- Alcoholic Beverages
- Nutrition Supplement Tablets  
And Gelatin Capsules
- Chewing Gum

## Technical Assistance includes:

- Regulatory Assistance
- Expert Color Matching
- Application Advice

# SPECIALTY & CUSTOM INGREDIENTS

We Can address your Application-Specific needs with Best-In-Class products from our global partners

## PARTNERS

### NATURE'S TRUE COLORS

When we say "Nature's True Colors", we mean exactly that—true colors from nature. California Natural Color offers a wide selection of color concentrates and dried crystals to the food, beverage, and nutraceutical industries.



[www.californianaturalcolor.com](http://www.californianaturalcolor.com)

### FINE ORGANICS

A pioneer in the manufacturing and marketing of emulsifiers in India, Fine Organics has expanded its additive range to anti-fungal agents, bread improvers, beverage clouding agents and many more.



[www.fineorganics.com](http://www.fineorganics.com)

### ORGANIC RICE & TAPIOCA PRODUCTS

GluCorp was created for the sole purpose of contributing to healthier food by supplying the food processing industry with non-refined organic and natural products using an environmentally friendly production process.



[www.glucorp.com](http://www.glucorp.com)

### LYCORED

Lycored is a global leader in lycopene color ingredients for food and beverages, harnessing nature's rainbow to deliver you brilliant yellows, oranges, pinks and reds that can withstand even the most demanding processing and storage conditions.



[www.lycored.com](http://www.lycored.com)

### SUGAR & SODIUM ENHANCEMENT

#### WITH NATURAL FLAVORS

SciTech Ingredients' enhancers are proprietary natural flavors developed to enhance a multitude of attributes including mouthfeel, bitterness masking and the perception of sweetness enhancement.



[www.scitechingredients.com](http://www.scitechingredients.com)



03.2023

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our website for more  
product information



**vivify**

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