

FOOD COLORANTS & INGREDIENTS

A Complete Line of GFSI
Food Colorants & Ingredients



vivify

COLOR
INGREDIENTS
INNOVATION

COLOR 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



NATURAL BLENDS

Custom Blending For New Products

Utilizing the complete line of Natural Colors from Calico Food Ingredients, Vivify provides support with formulation, technical insights per application, labeling, and regulatory guidance.

We strive to help our customers respond to changing market dynamics with innovative solutions. Over 1,000 custom product formulations are at your disposal, as well as our expert team ready to help solve any issue you may have. You can rely on Vivify to help you every step of the way, with an on-site lab and technical team on standby to get a sample to you within days.



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	
Butterfly Pea	Blue/Violet	Butterfly Pea Flower	
Hutio/Jagua	Blue	Huito Fruit	
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	



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 TiO₂
- 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

FD&C DYES & LAKES



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

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	

Dye	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	 



SUGAR REDUCTION SOLUTIONS

A Variety of Sweetening Solutions To Replace Or Reduce Sugar

Stevia

- Zero calories
- 100 – 200 times sweeter than sugar
- Seviol glycosides derived from stevia plant leaves
- Rebaudiosides yield natural sweetness
- Reb A, Rem M, and specialty blends
- Applications: Baked goods, snacks, beverages, dairy, condiments, jams

Monk Fruit

- 150-300 times sweeter than sugar
- Sweetness derived from natural antioxidants, mogrosides
- Zero calories
- Applications: Baked goods, confectionery, beverages, dairy, condiments

Allulose

- Novel low-calorie rare sugar
- 70% sweetness of sugar
- Acts like sugar with its similar sweetness profile, bulking browning, and free-point depression properties
- Applications: Baked goods, confectionery, beverages, dairy, condiments, sauces

Erythritol

- 70% sweetness of sugar
- High digestive tolerance
- Clean taste
- Applications: Beverages, baked goods, confectionery

Maltitol

- Often 1:1 replacement for sucrose & corn syrup solids
- 90% sweetness of sugar
- Similar functionality to sucrose
- Applications: Baked goods, confectionery, jams, dairy



NATURAL, ORGANIC, & NON-GMO SWEETENER SOLUTIONS



Supplying Syrups and Powders That Provide Natural Sweetness - Viscosity - Structure

Product Types:

- Rice & Tapioca Syrups
- Agave
- Honey
- Rice & Tapioca Maltodextrins
- Rice & Tapioca Syrup Solids
- Inulin
- Dextrose
- Proteins

Applications:

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



Product Name	DE Range	Available in Organic	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	✓	



Certifications





FLAVORS POWERED BY Destilla

Turning INGREDIENTS into INNOVATION

The Essence of Nature

Vivify is now the **proud partner** of Destilla, a globally recognized leader in the flavors industry. As their sole distributor in the United States, Vivify now has an even sharper edge in the Food, Beverage, and Flavor industries, expanding our portfolio and capabilities.

Product Categories:

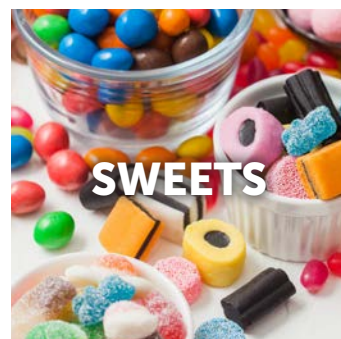
- Flavors
- Distillates
- Extracts
- Beverage Bases
- Organic Products
- Essential Oils
- Isolates



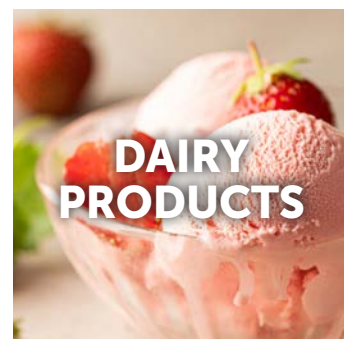
As beverage experts, we know how to whet people's appetite for non-alcoholic beverages, mixed drinks, spirits, and more.



Dressings, Sauces, Pickles – Our delicious flavors add that special note to your gourmet food products.



With our natural flavors, we sweeten a wide range of confectionary & bakery applications.



Our irresistible flavors, distillates, and extracts refine fruit yogurts, ice cream, and their dairy aisle neighbors.



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

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.



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

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

Vivify Company

561 Mitchell Rd.
Glendale Heights IL
60139 USA

O +1 630.469.3838
F +1 630.469.2255

www.vivifycompany.com
info@vivifycompany.com



Scan QR code to visit
our website for more
product information



vivify

COLOR
INGREDIENTS
INNOVATION