

Weber Flavors Natural Colorants

Available Exempt Color Additives:

Turmeric: Rhizomatous Root Extract

Reasonably heat stable, fades under light
Uses: Baked goods, dairy products, ice cream, popcorn, candy, cereals, sauces, gelatins

Spirulina: Algae

Best used in Frozen Applications; fades to gray. Cost prohibitive.
Uses: Frozen desserts

Beet Juice Extract: Beet Roots

Requires preservatives and refrigeration. Fades to gray under light and ambient temperatures. Works best in low water activity environments. Imparts flavor.
Uses: ice cream, cake icings, yogurt, gelatins, fruit chews, frozen products, chewable tablets

Annatto: Achiote Seed Extract

Most stable of natural colorants. Withstands heat and acid. Cost effective.
Uses: Dairy products, butter substitutes, baked goods, snacks, ice cream

Caramel Color: Roasted Sugar

Preferred Type I requires much higher usage than Types II-IV. Stable
Uses: Dairy products, beverages, colas, cocoa, beer, coffee, icings, cereals, popcorn, sauces, candies

Butterfly Pea Flower: Petal Extract

Heat stable, but very pH sensitive. Color ranges from pinkish purple under acidic conditions to brilliant blue in neutral moving to greenish in basic conditions
Uses: Wide range of food and beverage products

“We taste with our eyes”

While Weber Flavors specializes in mouth-watering flavors, we recognize that **eye-popping color** is equally important when creating appetizing food. With **pending legislation** aimed at limiting or **prohibiting FD&C colors**, the **demand for naturally-colored food** products continues to grow. **Weber Flavors offers a small selection of these colorants derived from natural ingredients** (formally “Exempt Color Additives”) in liquid form.

However, there are some **difficult technical hurdles** to overcome when using many of the naturally-derived colorants currently available. **Cost and stability are primary issues** that must be addressed during the formulation stage. Weber does not recommend combining color and flavor systems when using these colorants due to mis-matches in solubility, stability, and usage levels.

Our **experienced technical team can help** you develop the best color and flavor system for your product, **balancing cost, stability and labeling requirements**. By blending these natural colorants, we can achieve a **full rainbow of colors** for use in some food products. Currently available blends contain:

Red – Beet; Beet/Annatto; and Beet/Annatto/Caramel blends

Pink – Beet

Orange – Annatto; Annatto/Turmeric; and Annatto/Beet blends

Yellow – Turmeric, and Turmeric/Annatto blends

Green – Spirulina and Turmeric blend

Blue – Spirulina, Butterfly Pea Flower

Brown – Caramel color, Burnt Sugar Syrup color



Edgar A. Weber & Company

44 Century Drive
Wheeling, IL 60090
weberflavors.com



Last revision: 03/26/2026

Flavor samples available by request

Toll-free: (800) 558-9078

Direct: (847) 215-1980

E-mail: info@weberflavors.com