

# Weber Flavors Liquid Colors

## “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. Food presentation can be as important as how it tastes, and a key part of **making food look appealing** is getting the color system just right.



EA Weber offers a **selection of FD&C and natural color blends in liquid form**. Weber Flavors is not a primary manufacturer of food colorants and dyes, however, many of our **flavors can be formulated “with added artificial colors”**, eliminating an often messy step in the food production process.

Liquid FD&C Colors or Color Blends are also available separately to customize your flavor and color system.

A **small selection of colorants derived from natural ingredients** (formally “Exempt Color Additives”) are also available in liquid form: **Annatto, Turmeric, Beet, Caramel Colors**, and select additional colors derived from plant materials. Weber does not recommend combining color and flavors systems when using these colorants due to mis-matches in solubility, stability, and usage levels.

The **demand for naturally-colored food** products continues to grow. 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.

Our **experienced technical teams can help** you develop the best color and flavor system for your product, **balancing cost, stability and labeling requirements**.

The tables on the following page outline the **currently allowed food colorants** in the United States, the source material for each, and the challenges one can encounter when using them.



## Certified Color Additives

Name	Technical Information	Common Uses
<b>FD&amp;C Blue #1</b> Brilliant Blue	Often used in conjunction with Red #40 to vary hue. Used with Yellow #5 to make green.	Beverages, powders, jellies, confections, condiments, icings, syrups, extracts
<b>FD&amp;C Blue #2</b> Indigotine	Used rarely at Weber. Offers little that can't be achieved by combining Blue #1 and Red #40	Baked goods, cereals, snack foods, ice cream, confections, cherries
<b>FD&amp;C Green #3</b> Fast Green	Often used in conjunction with turmeric or Yellow #5 to produce a more natural-looking green	Beverages, puddings, ice cream, sherbet, cherries, baked goods, dairy products
<b>FD&amp;C Red #3</b> Erythrosine	Used sparingly due to bad reputation developed in the 1980's	Canned Cherries, confections, baked goods, dairy products, snack foods
<b>FD&amp;C Red #40</b> Allura Red	Has no direct natural counterpart.	Gelatins, puddings, dairy products, confections, beverages, condiments
<b>FD&amp;C Yellow #5</b> Tartrazine	Easily substituted for turmeric in many applications. Widely used to make greens and oranges as well as yellows.	Custards, beverages, ice cream, confections, preserves, cereals
<b>FD&amp;C Yellow #6</b> Sunset Yellow	Lesser used due to annatto being a stable and cost-effective natural color. Hue can also be achieved by combining Red #40 and Yellow #5.	Cereals, baked goods, snack foods, ice cream, beverages, confections

## Exempt Color Additives

Name: Source	Technical Information	Common Uses
<b>Annatto:</b> Achiote Seed Extract	Most stable of natural colorants: withstands heat and acid. Cost effective.	Dairy products, popcorn oil, butter mixes, baked goods, icings, snacks, ice cream, salad dressing, yogurts
<b>Spirulina:</b> Algae	Only works well in Frozen Applications; fades to gray. Cost prohibitive.	Frozen desserts
<b>Beet Juice Extract:</b> Beet Roots	Requires preservatives and refrigeration. Fades under light. Imparts flavor.	ice cream, cake icings, mixes, yogurt, gelatin desserts, fruit chews, frozen products, chewable tablets
<b>Turmeric:</b> Rhizomatous Root Extract	Reasonably heat stable, fades under light	Baked products, dairy products, ice cream, yogurts, cakes, cookies, popcorn, candy, cake icings, cereals, sauces, gelatins
<b>Caramel Color:</b> Roasted Sugar	Preferred Type I requires much higher usage than Types II-IV. Stable.	Dairy foods, drinks, colas, iced tea, cocoa, beer, coffee, icings, cereals, popcorn, gravies, sauces, candies
<b>Carmine:</b> Cochineal (Insect) Extract	"Ick" factor. Not Kosherable. Not acceptable in natural grocery chains.	Cake icings, hard candy, bakery products, yogurt, ice cream, gelatin desserts, fruit syrups, pet foods, jams/preserves
<b>Titanium Dioxide:</b> Ilmenite Ore	Finely ground mineral is not always considered natural due to processing with sulfuric acid. Maximum use is 1%.	Coffee, cheese, beverages, meat, fish, sugar
<b>Fruits &amp; Vegetables:</b> Juice Extracts	Generally not heat or light stable. Fade easily. Impart flavor. Cost prohibitive.	Beverages, jellies, candy, gelatin desserts, dry mixes, dark chocolate

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**Flavor samples available by request**  
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