

**NATRACOL**<sup>®</sup>  
COLORS INSPIRED FROM NATURE

**FUTURALS**<sup>®</sup>  
NATURE AT ITS BEST

**ROHA**<sup>®</sup>

INNOVATING FOR YOU. WITH YOU.



## Red Beet

Red beet concentrate is extracted from selected fresh red beetroots. It is concentrated and pasteurized by physical means to obtain an intense standardized color. Betanin is the colouring component and although not usually stable to high temperatures, Roha offers a unique heat stable redbeet option which can be used as a carmine replacer across multiple applications.



### Applications:

Yoghurts, Confectionery, Ice Cream and Frozen Desserts, Fruit Preparations, Strawberry Milk, Meat, Prepared Foods

### Forms Available:

Product Name	Labels	Form
Natracol Cerise	E162	Water Soluble Powder
Futurals Pro Fuchsia	Redbeet Juice Concentrate	Water Soluble Liquid

### Stability Conditions:

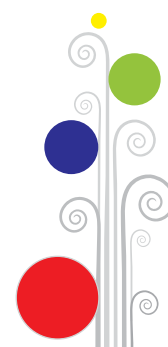
pH Range	Heat	Light
3 - 8	Poor	Poor

### Labelling Recommendation:

EU : 'colour: red beet', 'colour: E162'  
 US : 'Vegetable Juice (color)'  
 Clean label options : Redbeet Juice Concentrate

### Shades:

Pink to Red



#### OUR OTHER BRANDS

