

## COLOUR OF THE YEAR | VIVA MAGENTA



Trends

Vivid and natural plant-based colouring foods. **Vibrant red** celebrates “pure joy and rebellious spirit, helping us to build our inner strength”.



Market Value

The natural food colours market is expected to be worth **\$3.3 billion** by 2033.



### RED FOOD COLORS

Colorant	E number*	Compounds
Cochineal   Carmines   Carminic acid	E120	Aluminum lake of carminic acid   red to magenta-red to violet-red shades; extremely stable
Azorubine   Carmoisine	E122	Azo dye (2 naphthalene subunits)   magenta-red shade very similar to Amaranth, water-soluble
Amaranth	E123	Monoazo dye   magenta-red shade, water-soluble
Ponceau 4R   Cochineal Red A	E124	Monoazo dye   yellowish-red, water-soluble
Erythrosine	E127	Xanthene dye   watermelon-red shade
Red 2G	E128	Monoazo dye   cherry to blood-red shades
Allura Red AC	E129	Monoazo dye   orangish-red shade, water-soluble
Lycopene	E160d	Carotenoid   from yellow to red shades
Beetroot extract	E162	Betalaine (betanine)   reddish shades
Anthocyanins	E163	Anthocyanins   bright red to deep purple colors, depending on the application and pH of the product.
Iron oxides	E172	Mineral source   red, yellow, black shades and blends
Lithol Rubine BK	E180	Azo dye   magenta-red shade, insoluble in cold water

#### Natural color ingredients

Aronia   Chokeberry	NA/CFS	Anthocyanins   red-purple shade
Black carrot	NA/CFS	Anthocyanins   pink to red shades
Elderberry concentrate	NA/CFS	Cyanidin (anthocyanin)   red color intensive concentrates
Grape concentrate	NA/CFS	Anthocyanins   red-violet shade
Red Cabbage	NA/CFS	Anthocyanins   pink to reddish-purple shades
Red Radish	NA/CFS	Anthocyanins   pink to orangish-red shades
Red rice	-	Azaphilones   red color are fungal metabolites from <i>Monascus spp.</i>   <i>Aspergillus niger</i> ; <i>not permitted in USA   EU</i>

\*Reg. (EC) 1333/2008 on food additives; NA - not applicable; CFS - coloring foodstuff

### NATURAL COLOURS INGREDIENTS

FRUIT ANTHOCYANINS		VEGETABLE ANTHOCYANINS		
SOURCE				
Aronia, Elderberry, Hibiscus, <i>vinifera</i> Grape (Grape Skin Extract)	Rubired Grape	Black Carrot	Purple Sweet Potato	Red Radish
MOLECULAR STRUCTURE				
MONOGLUCOSIDE	DIGLUCOSIDE			
COLOR SHADE				
Red/Purple	Red/Purple	Red	Magenta	Red/Orange
COLOR STABILITY				
Less complex anthocyanin molecules are more susceptible to loss of red color and increase in brown color.		More complex anthocyanin molecules provide more colour protection, which results in superior red colour retention and decreased brown colour formation.		



**Colouring Foods:** EU classification for colorants derived from plant-sources that retain the properties of the original plant, such as the color and flavours, without selective pigment extraction.

**Sensient (USA) choose Power Berry as 2023 Colour of the year!**

2023 SENSIENT COLOUR OF THE YEAR  
**POWER BERRY**

### TAKE NOTICE OF...

#### Food colors and hyperactivity

'Carmoisine (E122)', 'ponceau 4R (E124)', 'allura red (E129)' may have an adverse effect on activity and attention in children ((Reg. (EC) No 1333/2008).

#### California State Assembly Bill

By January 2025, shall be banned the sale of food products containing Erythrosine (E127) and other food additives.

#### Betacyanins-incorporated packaging films for food freshness monitoring



### Viva Magenta Food Products



Strawberry Daifuku



Inner Winner