

For Immediate Release:

Worldwide Business with kathy ireland®: See California Natural Color Introduce Their Groundbreaking Natural Colors for Food and Beverages

Los Angeles, CA – December 11, 2018 — Worldwide Business with kathy ireland® is pleased to announce an exclusive interview with [California Natural Color](#) Vice President/General Manager Phillip Klein to discuss their exceptional approach to [coloring food and beverages one-hundred percent naturally](#).

California Natural Color is [one of the world's largest suppliers of natural liquid and crystal colors](#). California Natural Color is a supplier of fruit and vegetable concentrates, natural colors and grape seed extract for the food, beverage and nutraceutical industries. With the support of a strong supply chain beginning in vineyards and fields combined with state-of-the-art technologies for processing and packaging, California Natural Color can offer unique product solutions. These capabilities and an unwavering commitment to quality resulted in California Natural Color becoming the world's largest supplier of red anthocyanin colors.

Klein says it has never been more important that companies use natural colors for their customers -- and California Natural Color does just that. He explains, "Consumers today want real food. There's nothing more real than fruits and vegetables. Any manufacturer looking to please their customers can very easily do so by switching over to natural colors. For us, as a company that's owned by a winery, our predominant raw material is grapes. But we also use black carrots, purple sweet potatoes and radishes to create some of the colors we use. Everything we use is one-hundred percent naturally sourced."

JL Haber, Vice President of Programming for Worldwide Business with kathy ireland®, is thrilled to feature California Natural Color. He says, "When we put food and beverages into our bodies, it's so important to make sure that they're healthy and natural. California Natural Color is an exceptional company that works hard every day to ensure that our food and drinks are colored and flavored naturally from ripe fruits and vegetables. Their commitment to excellence keeps our food beautiful, natural and healthy. We're so excited to have California Natural Color on our show."

For more information about California Natural Color, visit [CaliforniaNaturalColor.com](#) and tune in to [Fox Business Network](#) as sponsored content on Sunday, December 16, 2018 at 5:30pm EST and [Bloomberg International](#) on Saturday, December 22, 2018 at 7:00pm GMT and Sunday, December 23, 2018 at 10:00am D.F. and 2:30pm HKT.

About Worldwide Business with kathy ireland®

[Worldwide Business with kathy ireland®](#) is a weekly half-hour show featuring global executives sharing their business insights and framing the opportunities shaping their industries. Hosted by a business mogul, Kathy Ireland interviews some of the brightest minds in business today. The show broadcasts on [Fox Business Network](#) as part of their sponsored content line up and globally on [Bloomberg International](#). Worldwide Business with kathy ireland® extends beyond the weekly on-air program with digital content delivered on various video platforms and across social media.

Visit www.tvwwb.com for detailed airing schedules or check local listings.

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