

PRESS RELEASE



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CALIFORNIA NATURAL COLOR EXTENDS ITS UNIQUE, HIGH-STRENGTH CRYSTAL COLOR PORTFOLIO OFFERING IN EUROPE WITH PURE YELLOW SAFFLOWER.

FRESNO, Nov. 21, 2023 - California Natural Color, a global ingredient supplier of premium fruit juice concentrates, natural colors, and grape seed extract, is thrilled to announce the newest addition to their portfolio of crystal colors - Pure Yellow Safflower, debuting at the Fi Europe tradeshow in Frankfurt, Germany. This innovative product will allow formulators to create highly stable shades and harness supply chain savings through this unique delivery system.

Safflower has been widely used as a coloring food because of its bright color and stability properties. Other yellow shades sourced from turmeric or carrot give a warm-yellow hue, whereas Safflower results in a vivid, lemon-yellow. It is not pH dependent, and remains extremely stable throughout all processing steps, including the shelf life of a finished product. However, what makes this product unlike any other currently on the market is its unique crystal form, proprietary to California Natural Color. Through a patented process, the crystals are developed with an extremely high color concentration, requiring only a minimal amount to achieve the bold hue desired by a product. "We are dedicated to delivering innovative natural color solutions while meeting the needs of our customers," says Cori Fujimoto, Color Technology Manager of California Natural Color. "Pure Yellow Safflower exemplifies this commitment by offering a high-quality ingredient that's free from any additives. Our crystal colors enhance a product's visual appeal while satisfying consumer demand for a clean label. They also have the advantage of being up to five times more concentrated and do not require refrigeration, resulting in reduced storage space requirements. All of these factors add up to cost savings throughout the supply chain, making them an ideal alternative to traditional coloring methods."

Although the use of Safflower for coloring food is not authorized in the U.S., ingredient suppliers are hopeful. "Europe has been a pioneer in setting the standard for clean labels in food and beverage products. We are witnessing a surge in demand for better color alternatives sourced from natural ingredients in the U.S., and we anticipate continued growth," adds Cori.

Pure Yellow Safflower seamlessly lends itself to a wide range of applications, including confectionary, beverages, bakery items, ice cream, desserts, and select snack foods. The ingredient's versatility and stability, along with the benefits of California Natural Color's crystals unlock endless creative opportunities, making the product an exceptional choice for the food, beverage, and nutraceutical industries.

To learn more about Pure Yellow Safflower, its applications, or to request a sample, please visit the California Natural Color website at www.californianaturalcolor.com or contact inquiries@californianaturalcolor.com.

About California Natural Color:

California Natural Color is a supplier of premium fruit juice concentrates, natural colors, and grape seed extract. Our patented crystal color technology has revolutionized the natural color industry, offering unique product solutions for developers in the food, beverage, pet food, and nutraceutical sectors. With up to a 5-year shelf life and exceptionally high color concentration, our unique crystal color solutions offer superior stability and enable a clean label with zero calories in use. Our commitment to quality, product innovation, and customer solutions has established us as a leader in the industry.