Clean label solution for Red Velvet Cake
- Add value with FruitMax® Redbeet 710 WS
What Does “Clean Label” Really Mean?

There is no universal definition of "clean label" so it may mean different things to different people.

Clean label tends to be closely associated with the following themes or concepts:

- **Nature** - The closer to nature an ingredient or product is, the more "clean" it is perceived to be.
- **Simplicity** - Less chemical and more cupboard-friendly. Simplicity and familiarity count.
- **Transparency** - Where do ingredients come from and how are products made?
- **Processing** - The more processed a food or drink is, the less "clean" it is perceived to be.
Clean Label Colors

- Natural colors are natural sourced with no chemical alteration
- Fruit & vegetable juices are minimally processed
FruitMax® Redbeet 710 WS

- A vegetable concentrate manufactured from red beets where pigment stability has been increased adding antioxidant.
- It is **liquid** form and suited for “ready to eat” Bakery type applications such as Red Velvet, Sponge Cakes and Muffins.
- Improved **heat stability** towards baking process parameters compared to standard red beet.
- Improved **light stability** in sugar icing compared to standard red beet.
- Improved **color stability** in aerated candy products like foam and marshmallow.
- It can be declared as “Colored with vegetable juice” or “beet juice (color)”
Why use FruitMax® Red Beet 710 WS?
- The best, vegetable-based, heat stable, clean label solution

Artificial Colors
- Great commercial risk
- Not Legal in several countries

Carmine
- Heat stable in cakes
- Not clean label or vegetable-based

Red beet concentrate
- Clean label and Vegetable-based
- Not heat stable in cakes

Stabilized Red beet concentrate
- Clean label and Vegetable-based
- Heat stable in cakes

Optimal solution for ready-to-eat Red Velvet Cake Evolution
Our Red 40 replacers for ready-to-eat Red Velvet Cake

Day=0

Reference: Red 40

0.03%

Towards Clean Label

0.05% CC-5000 WSP
Standard carmine

3.0% FruitMax® Blood Grape 700 WSP
Vegetable juice based on anthocyanin

4.0% FruitMax® Redbeet 710 WS
Stabilized beet juice

Shade vibrancy

1.0% cocoa powder is added to the dough
Highly increased stability for FruitMax® Redbeet 710 WS

<table>
<thead>
<tr>
<th></th>
<th>Day 0</th>
<th>Day 7</th>
<th>Day 14</th>
<th>Day 21</th>
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<tbody>
<tr>
<td>No Color</td>
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<tr>
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* 0.50% acid added to color before adding to the dough
1.0% cocoa powder is added to the dough in all cakes

*asterisk indicates a special treatment or ingredient.
Highly increased stability for FruitMax® Redbeet 710 WS

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<tr>
<td></td>
<td>Natural Color, Heat stable</td>
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<td>Clean label, Heat-stable</td>
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* 0.50% acid added to color before adding to the dough

* Sweet potato: 3.0% FruitMax® Blood Grape 700 WSP*
Increased light stability with in sugar icing with FruitMax® Redbeet 710 WS

Light stability of FruitMax® Redbeet 710 WS against Standard red beet (B-50-WS)

Conclusion: FruitMax® Redbeet 710 WS show significant less overall color change after 21 days in day light
Product innovation and line extension for ready-to-eat sponge cakes
- A rainbow of shades to visually support a natural extension
Thank you for your attention
Any questions?

3 key takeaways

1. Clean up your ingredients list

2. Introduce clear and simple front-of-pack color claim

3. Product renovation has little impact on retail price