Food Colours

Presentation by

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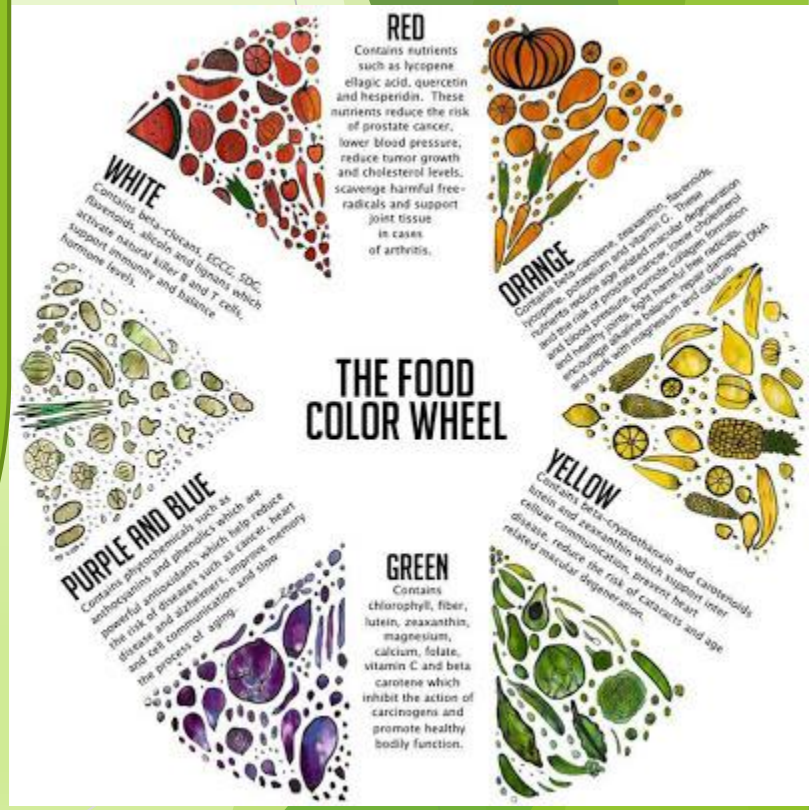
About Food Colours

Food coloring, or color additive, is any dye, pigment or substance that imparts color when it is added to food or drink. They come in many forms consisting of liquids, powders, gels, and pastes. Foodcoloring is used both in commercial food production and in domestic cooking



What Are Natural Food Colours ?

Anthocyanins. Anthocyanins are water soluble pigments responsible for the attractive red, purple and blue colours of many flowers, fruits and vegetables. ...Carminic Acid. The water soluble pigment carminic acid (carmine) is derived from the female cochineal insect. ... Carotenoids. ...Riboflavin. ... Caramels.

How many Colours?

There are nine certified color additives approved for use in the United States. Certified food colors generally do not add undesirable flavors to foods.

FD&C Colors (Food, Drug and Cosmetic Colors) are any substance that when added to a food, drug or cosmetic imparts color — whether alone or through reactions with other substances.

Extraction of food Colours

The simple extraction process used for naturally derived colouring is similar to that of concentrating fruit or vegetable juice. Manufacturing methods for converting natural sources into food colouring include extraction, heating, homogenization, milling, filtration, concentration and drying. Recent developments are very effective and productive i.e.

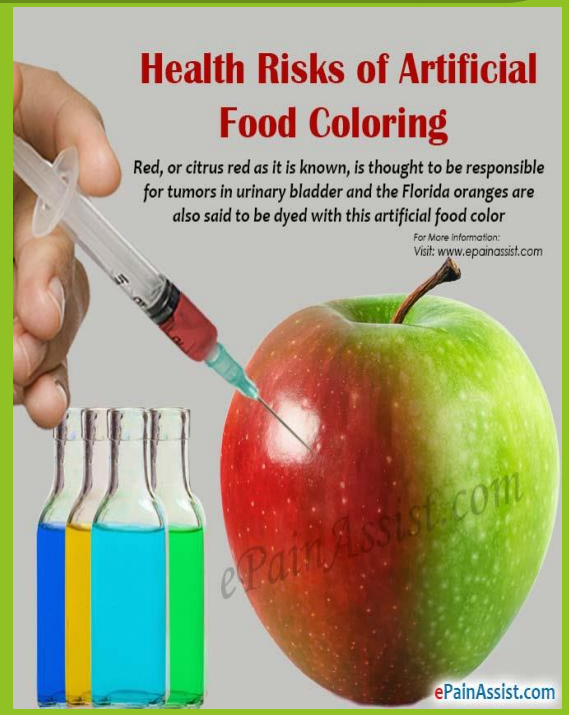
Soxhlet;
Supercritical fluid extraction;
Subcritical water extraction;
Ultrasound assisted extraction;
Mechanism of Microwave Extraction;
Pulsed Electric Field.

Improved Technologies

High hydrostatic pressure (HHP), Pulsed Electric Fields(PEF) and Sonication belong to thecategory of environment friendly and energy efficient technologies that enhance mass transfer processes within plant or animal cellular tissues, as the permeability of cytoplasmatic membranes can be increased which in turn enhances extraction of valuable cell components.

Regulations

Food regulatory authorities around the world i.e. Food and Drug Administration (FDA), European Food Safety Authority (EFSA), FSSAI etc. have been closely regulating the use of artificial colours, which has further contributed to the demand for natural food colours.



Market Scenario

The Packaged food industry's reliance on natural food colours signifies that this segment also has huge potential. According to FMI's Research Report on the global natural food colours market, this segment will witness a CAGR of 7 percent and will be worth $317 mn by 2020. The confectionary and bakery segment is projected to witness a CAGR of 6.9 percent with valuation of $304.6 mn, dairy products segment has 6 percent growth rate to reach a valuation of $230 mn and other segments like pet food, condiments and functional food, among others, will have the largest revenue valuation at $470.0 mn by 2020.

QUESTIONS?

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