



Make a Splash with Color

Color is everywhere. It delights the senses and plays a key role in the food and beverage world, as it is the first characteristic that is noticed and predetermines our expectations of flavor and quality. Numerous tests have demonstrated how important color is to our appreciation of food. ADM's Colors from Nature® unlock the beauty of nature with a portfolio that covers the full rainbow of colors, providing beautiful solutions consumers will love.

SHOW CONSUMERS YOUR TRUE COLORS

Naturally derived colors have been used since ancient times, but there is no doubt that in recent years color has become the hero, moving from isolated niches to the mainstream of food design.

There are several factors and cultural changes that are contributing to the bloom of naturally derived colors, including consumers attitudes towards health and wellness and the desire for cleaner and simpler foods and beverages.

The rise of social media has led to the phenomena of consumers posting pictures on social media of the food that they are eating as a means of connecting and sharing experiences. This form of self-expression has created the opportunity to innovate with colors.

75%

of food and drink products launched globally used colors from natural sources¹

OVER 60%

of consumers' initial assessment is based on color²

Food is a hot topic on social media:

344 M

Instagram posts used #food as of mid-June 2019³

¹ Mintel

² Singh, Satyendra (2006) Impact of Color on Marketing, 2006

³ Instagram



TAP INTO OUR SOPHISTICATED CAPABILITIES:

- Global sourcing and production
- Extraction, concentration and blending expertise
- Supply chain reliability
- Rich heritage of more than 115 years working with natural ingredients

Why ADM? Your Edge in Naturally Sourced Color Solutions

Our technical ingenuity, insight, formulation and application know-how all strengthen our complete portfolio of Colors from Nature®. We're backed by a world-class supply chain to help you get to market faster with delicious and visually appealing foods and drinks that consumers prefer.

We unlock the beauty of nature to bring you the full rainbow of colors, providing beautiful solutions consumers will love across all applications spaces.

How? We start with nature and globally source fruits, plants, and vegetables; our technical ingenuity and formulation know-how develops stable, and vibrant color solutions to meet your needs.





COLORS FROM NATURE®



COLORFUL CHOICES

We support developers with an ever-expanding portfolio of on-trend Colors from Nature®. Something seasonal? No problem.

Something new? We're on it.

We work with you to create fresh, colorful creations consumers will crave today and tomorrow.

More Applications, More Benefits



bakery



beverages & alcoholic drinks



cereals & snacks



confectionery



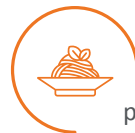
dairy, ice cream & dairy alternatives



dry mixes



meat & meat-alternative products



pasta



sauces & dressings

At ADM, we understand the importance of and what it takes to create consumer-preferred drinking and eating experiences. This understanding includes deep knowledge of the role and importance color plays in our daily food and drink choices.



A Rainbow of Possibilities

Working with naturally-derived colors is not an easy task. There are many things to consider such as pH, light and packaging, temperature and processing conditions, base colors, chemical interactions with other ingredients and shelf life, to name just a few.

Our experts understand what it takes to leverage naturally derived ingredients to design unique, cost-effective, consumer-preferred solutions for your color challenges and opportunities.

Our color offerings can satisfy a range of cultural and regulatory needs including:

- Kosher
- Halal
- Organic
- Organic Compliant
- Vegan
- Non-GMO*

Our color solutions are available
in a variety of formats and delivery systems:

Blends
Liquid
Powder
Water Soluble

Oil Soluble
Emulsions

Dispersions
Micronized Colors
Organic Colors –
Certified & Compliant

*Contact ADM about additional options, certifications, regulations and tailored solutions.

Colors from Nature®

Complete portfolio of color additives from natural sources and coloring foodstuff.
The color options we provide cover the complete color spectrum and application range.



Your Trusted Partner for Color Solutions

We understand the challenges in finding the optimal, naturally-derived color solution to fit your specific application.

We offer a complete, ever-expanding portfolio of on-trend color additives from natural sources and coloring foodstuff—including a unique blue portfolio that allow us to complete the rainbow of colors. With our custom blends we can achieve virtually infinite shades.

Our deep understanding of extraction technology combined with our product development know-how supports developers with unique color solutions from plant-to-plate.

ADM DELIVERS FOR YOU

ADM unlocks the beauty of nature. The Colors from Nature® portfolio covers the full rainbow of colors, providing beautiful solutions consumers will love across all applications spaces. Starting from nature, we globally source fruits, plants, and vegetables from long-term partners and use our own proprietary extractions and blending techniques resulting in the highest quality, stable, and vibrant color solutions to meet your needs. Count on us to meet any formulation challenge head on and to deliver for you and your consumer every time.

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