

# LETTUCE COLOR NATURALLY

**BOTANICAL COLOR SOLUTIONS  
FOR SALAD DRESSINGS**



# WHY DO FOOD MANUFACTURERS COLOR SALAD DRESSINGS?



**COLOR UNIFORMITY**



**EVOKE FLAVOR PERCEPTION**



**BEAUTIFY OXIDIZED INGREDIENTS  
AND OVERALL AESTHETICS**

The background of the image is a dense, close-up photograph of green lettuce leaves. The leaves are various shades of green, from bright lime to deep forest green, and have a ruffled, curly texture. The lighting is bright, creating highlights and shadows that emphasize the natural texture and color of the vegetable.

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**NATURAL COLOR  
CHALLENGES**  
(AND HOW TO OVERCOME THEM)

# #1 pH STABILITY

A lot of salad dressings and marinades are low pH, so the natural colorant must be able to perform in a high acidic environment.

Natural blues and greens are the most challenging shades in low pH systems. Typical blue botanical sources for color will actually be purple under these conditions. Developers might turn to huito for a blue solution, but unfortunately it's not permissible in this application, neither is copper chlorophyllin for green. A pH adjustment may be necessary in order to achieve blues and greens.

## GREEN GODDESS SALAD DRESSING

Vegetable Juice and Beta-Carotene Blend

**CLEAN INGREDIENT GREENS, SO FRESH HERE**



# #2 LIGHT STABILITY

Since the packaging of many dressings is transparent, color stability with light exposure and retail shelf lighting is something to keep in mind.

The only natural food color to inherently photo-oxidize is turmeric, but there are other yellow options available.

## TANGY HONEY MUSTARD

Beta-Carotene

**BRIGHT NATURAL YELLOWS, SO FRESH HERE**



# #3 COLOR PERFORMANCE IN DIFFERENT PHASES

Some colors in their naturally derived state only perform in water phases, and vice-versa for oil phases. Emulsification may be required for these colors to perform in the opposite system of their natural state.

Fortunately, there are water soluble and oil soluble colors that can be reversed into the opposite phase through emulsion innovations like Sensient's Advanced Emulsion Technology (AET).

## CHILI LIME VINAIGRETTE

Vegetable Juice and Paprika AET™ Emulsion

VIVID NATURAL REDS, SO FRESH HERE



# #4 OPACITY FOR VEGAN DRESSINGS

Dressing and sauce developers reformulating for vegan positioning lose opacity when removing dairy ingredients like cream from their base.

To align with vegetarian/vegan messaging, the most ideal solution for brands would be a botanical-based opacity solution like Sensient's Avalanche™ Ultra which can be labeled as "Vegetable Juice".

## VEGAN HOMESTYLE RANCH

Avalanche™ Ultra

**LABEL-FRIENDLY OPACITY, SO FRESH HERE**



# #5 GOING ORGANIC

As natural positioning takes hold in mainstream foods, brands are evolving ingredient formulations to provide organic offerings to differentiate themselves in the market.

For food scientists developing “100% Organic” salad dressings, USDA Certified Organic food colors enable brand managers to state that claim on the packaging of their product.

## ORGANIC RASPBERRY LIME

Certified Organic Fruit and Vegetable Juice Blend

**CERTIFIED ORGANIC FOOD COLORS, SO FRESH HERE**





# INTERESTED IN NATURAL COLOR SOLUTIONS FOR DRESSINGS?

**REQUEST ANY SHADE HERE**

**OR IF YOU ARE EXPERIENCING ANY CURRENT FORMULATION  
CHALLENGES, PLEASE FEEL FREE TO LETTUCE KNOW HERE.**