

# NatuRed

The Natural Replacement for  
Carmine

# Introduction

NatuRed is a natural colour made from perennial herbs, wild vegetables and common fruits. NatuRed is a natural colour replacement for carmine which is typically used in sausages and glazes. It maintains colour just as well as its predecessor without any of the issues associated with carmine.

## Key Benefits

Removes an E number

Removes carmine - E120

Heat Stable

NatuRed is heat stable up to 125°C other replacements currently on the market are not heat stable. This ensures you maintain the colour from purchase to plate.

Clean Label

NatuRed is declared as Natural Food Colouring.

How Much Does It Cost

Each application differs, but in finished product, the typical costs are the same or less than carmine.

Typical Uses

NatuRed is typically used in sausages and glazes. However it can be used in other products such as yoghurts which currently contain carmine.

Other Advantages

NatuRed is completely GMO free, it is free from allergens and its country of origin is Hungary, it is also completely vegetarian.

## Case Study 1

This was carried out on Chinese Glaze coated on chicken. These photographs were taken at the moment of coating and 20 minutes later.





Standard Chinese Glaze	 <p>Immediately after glazing</p>	 <p>After 20 mins</p>
NatuRed Chinese Glaze	 <p>Immediately after glazing</p>	 <p>After 20 mins</p>

## Results

Whilst NatuRed took a little longer to wet out, we can see clearly from the pictures above that after 20 minutes, it does so to the same extent as the carmine version.

## Case Study 2

This was carried out on a pork sausage. These photographs were taken just after raw and cooked.

Standard Pork Sausage	 <p>Raw State</p>	 <p>Cooked State</p>
NatuRed Pork Sausage	 <p>Raw State</p>	 <p>Cooked State</p>

## Results

From the testing above, we have concluded that the NutaRed maintains colour just as well as carmine. It also withstands the cooking process insuring the appeal of the product to the consumer.

## Conclusion

With confidence you can remove the E number E120 to clean up your labelling.

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