



A GUIDE TO Nature's True Colors





Our Story

WHO IS CALIFORNIA NATURAL COLOR?

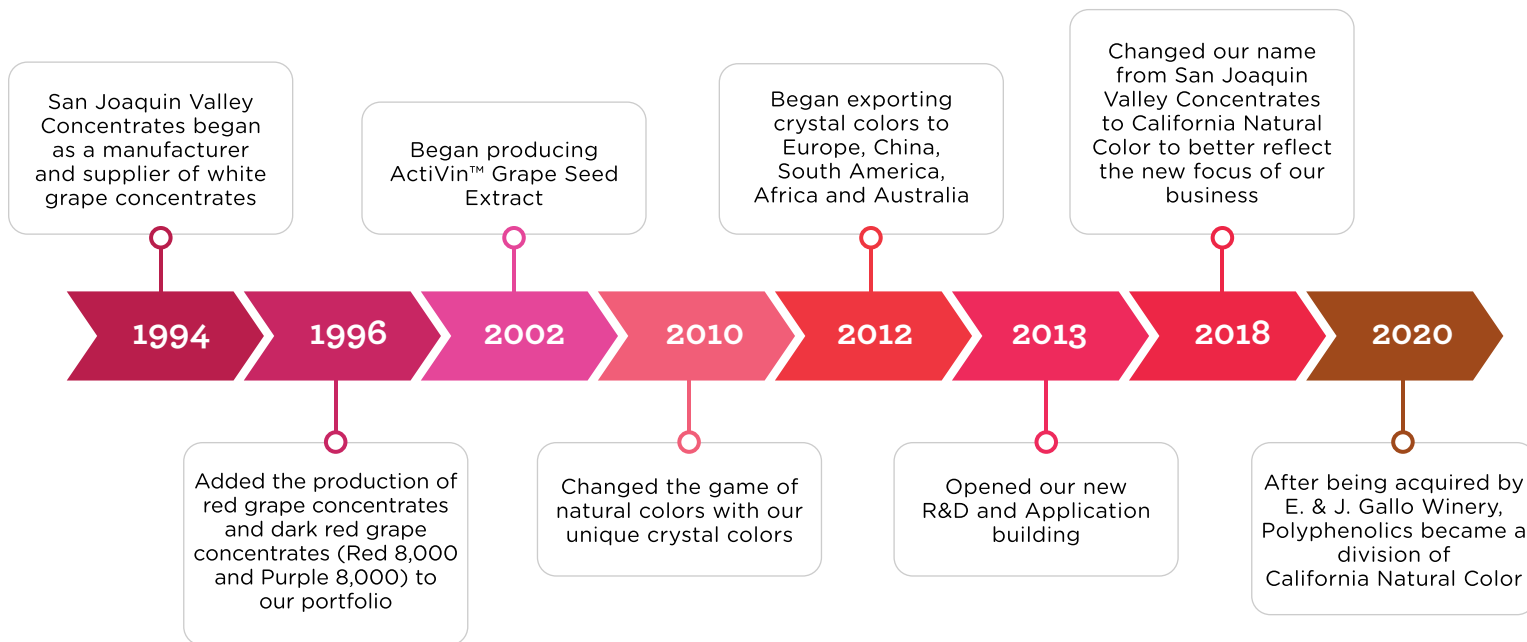
In 1994, E&J Gallo Winery began selling surplus white grape juice concentrate under the banner of San Joaquin Valley Concentrate. Not long after, we began production of red grape concentrates as well as darker concentrates like Red and Purple 8000. Grape Seed Extracts were later added to the portfolio followed by our game changing crystal color delivery system.

With the new focus on color, we changed our name to California Natural Color in 2018 and have been expanding our portfolio ever since. In 2021, we expanded our grape seed extract portfolio with the acquisition of the Polyphenolic Company, makers of Mega-Natural BP, a premium grape seed extract that has been clinically proven to maintain healthy blood pressure levels.

Today, California Natural Color offers a wide selection of liquid and crystal colors sourced from fruits and vegetables grown all over the world as well as premium grape seed extracts. With a strong supply chain that begins in the vineyards and fields, combined with state-of-the-art technologies for processing, packaging and research and development, we now offer unique product solutions for the food, beverage, and nutraceutical industries.



Our History





Why Are Our Crystal Colors Unique?

- Unique Crystal Form
- High Color Concentration
- Carrier Free
- Enables Zero Calorie Label
- Enables Clean Label
- Superior Color Stability
- OU Kosher
- Halal
- SO₂ Free
- Non-GMO
- Fast Solubility
- USDA Organic Available
- 5 Year Shelf Life Available
- Offers Supply Chain Savings
- Less Dust Than Spray Dried Colors



Why Natural Color?

Today's consumer's choices are driven by health and wellness considerations.

Consumers ask for products with ingredients they understand and can connect with. This growing demand for clean label can be achieved with our Pure, True, and Real colors. Our customer specific solutions will help you to develop new products that can meet consumer needs.

WHY ARE OUR COLORS BETTER?

When we say, "Nature's True Colors", we mean exactly that—true colors from nature. We use a variety of fruits and vegetables in our color systems, including red grapes, black carrot, purple sweet potato and other natural sources. What differentiates us from other color companies is our unique crystal colors (U.S. Patents 8,790,717/9,624,354). Using our proprietary technology, we can create unique colors with a five year shelf life—all without the use of carriers or need for refrigeration. The ease of handling, solubility, color strength, and stability make our crystals the ideal alternative to traditional coloring methods.



Improving Your Supply Chain

CRYSTAL COLOR BENEFITS

- Reduced freight costs
- Energy savings
- Reduced footprint
- Increased operational efficiency



Liquid ■

vs

Crystal ■

Weight	100,000 kg 20,000 kg
Shipping	Refrigerated Ambient Temperature
Storage	Frozen Ambient Temperature
Warehousing	3 Pallets 1 Pallet
Shelf Life	2 Years 5 Years
Staging Time	> 1 Day None



Our Line of Crystal Colors

The unique characteristics of our product allows you to formulate creative products to keep up with the trends in the market. If our existing shades do not meet your exact requirements, our technical team is available to design and create a custom match for your application.



Pure Purple Butterfly Pea	○
Pure Purple Grape	○
Pure Red Grape	○
Pure Purple Carrot	○
True Magenta	○
Pure Purple Sweet Potato	○
True Pink	○
True Blush	○
Pure Red Radish	○
True Rose	○
Pure Red Carrot	○
Pure Brown Carrot	○
Real Orange RT	○
Real Yellow T	○
Real Blue S*	○
Red Beet OU**	○

Pantone (PMS) Shade @ pH 3.0

255C
194C
207C
7425C
7425C
225C
219C
191C
2347C
206C
199C
7586C
1585C
123C
199C
192C

* Real Blue S (Powder Color)

** Red Beet OU (Liquid Color)



Liquid Concentrates

Typical starting doses for bases that are not already colored; please adjust as required for your application.

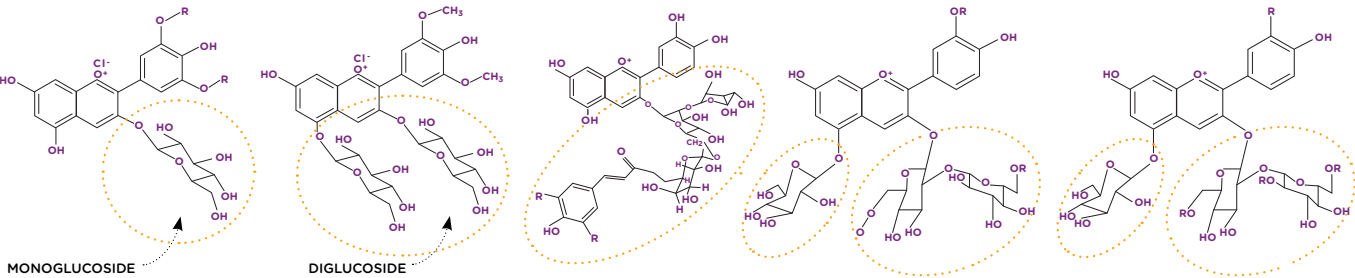
CONCENTRATE APPLICATION GUIDE

California Natural Color	Juice & Tea	Fruit Preparation	Fruit Snacks
Purple 8000	1.0 g/kg	2.2 g/kg	1.6 g/kg
Red 8000	1.0 g/kg	2.2 g/kg	1.6 g/kg
Red 4000	2.0 g/kg	4.3 g/kg	3.1 g/kg
Red 2000	4.0 g/kg	8.6 g/kg	6.2 g/kg
Red 1000	8.0 g/kg	17.2 g/kg	12.4 g/kg
Red 600	13.3 g/kg	28.7 g/kg	20.7 g/kg
Red Grape Juice Concentrate	40.0 g/kg	86.0 g/kg	62.0 g/kg



Anthocyanin Colors

FRUIT ANTHOCYANINS		VEGETABLE ANTHOCYANINS		
SOURCE		MOLECULAR STRUCTURE		
Aronia, Elderberry, Hibiscus, <i>vinifera</i> Grape (Grape Skin Extract)	Rubired Grape	Black Carrot	Purple Sweet Potato	Red Radish
COLOR SHADE		COLOR STABILITY		
Red/Purple	Red/Purple	Red	Magenta	Red/Orange
Less complex anthocyanin molecules are more susceptible to loss of red color and increase in brown color.		More complex anthocyanin molecules provide more color protection, which results in superior red color retention and decreased brown color formation.		
				



California Natural Color's Newest Crystal Colors

Using our expertise in anthocyanins and adding other natural colors to our portfolio, we can create a wide range of shades.

NEW! Pure Purple Butterfly Pea

- Color derived from Butterfly Pea Flower
- Purple Hues can be Achieved in Applications $\leq$ pH 4.0
- Blue Hues can be Achieved in Applications $>$ pH 4.0

Applications $>$ pH 4.0



Full
Dose



Half
Dose



Quarter
Dose

Applications $\leq$ pH 4.0



Full
Dose



Half
Dose



Quarter
Dose





Application Guide

Typical starting doses for bases that are not already colored; please adjust as required for your application.

California Natural Color	Beverage	Smoothie & Yogurt	Fruit Preparation	Confectionery
Pure Purple Butterfly Pea	0.087 g/kg	0.173 g/kg	0.29 g/kg	0.21 g/kg
Pure Purple Grape	0.13 g/kg	0.26 g/kg	0.43 g/kg	0.31 g/kg
Pure Red Grape	0.13 g/kg	0.26 g/kg	0.43 g/kg	0.31 g/kg
Pure Purple Carrot	0.06 g/kg	0.12 g/kg	0.20 g/kg	0.14 g/kg
True Magenta	0.10 g/kg	0.20 g/kg	0.33 g/kg	0.24 g/kg
Pure Purple Sweet Potato	0.04 g/kg	0.08 g/kg	0.14 g/kg	0.10 g/kg
True Pink	0.07 g/kg	0.14 g/kg	0.23 g/kg	0.16 g/kg
True Blush	0.05 g/kg	0.11 g/kg	0.18 g/kg	0.13 g/kg
Pure Red Radish	0.04 g/kg	0.08 g/kg	0.14 g/kg	0.10 g/kg
True Rose	0.06 g/kg	0.12 g/kg	0.21 g/kg	0.15 g/kg
Pure Brown Carrot	0.20 g/kg	0.39 g/kg	0.65 g/kg	0.47 g/kg
Real Orange RT	0.20 g/kg	0.05 g/kg	0.16 g/kg	0.10 g/kg
Real Yellow T	0.15 g/kg*	0.03 g/kg	0.11 g/kg	0.05 g/kg
Real Blue S	0.16 g/kg*	0.32 g/kg	0.53 g/kg	0.38 g/kg

*Reconstituted beverage mixes and powders



Labeling Guide

UNITED STATES REGULATORY COMPLIANCE

California Natural Color's crystal colors are exempt from FDA certification and are regulated by 21 CFR 73.250 for fruit juices, 21 CFR 73.260 for vegetable juices, 21 CFR 73.600 for turmeric, 21 CFR 73.950 for beta-carotene, and 21 CFR 73.530 for spirulina extract.

Laws and regulations may vary, in different countries, regarding approval to add specific colors to food, and you should confirm the regulatory status in your country of a color to be used for that purpose.

Colors	United States
Pure Purple Butterfly Pea	butterfly pea flower extract
Pure Purple Grape	fruit juice for color
Pure Red Grape	fruit juice for color
Pure Purple Carrot	vegetable juice for color
True Magenta	fruit & vegetable juice for color
Pure Purple Sweet Potato	vegetable juice for color
True Pink	fruit & vegetable juice for color
True Blush	vegetable juice for color
Pure Red Radish	vegetable juice for color
True Rose	fruit & vegetable juice for color
Pure Red Carrot	vegetable juice for color
Pure Brown Carrot	vegetable juice for color
Real Orange RT	vegetable juice for color, turmeric
Real Yellow T	turmeric
Real Blue S	spirulina extract
Red Beet OU	vegetable juice for color

Creating Custom Shades

Using our expertise in anthocyanins and adding other natural color sources to our portfolio, we can create a wide range of shades, and are committed to finding your color solution! If our existing shades do not meet your exact requirements, our technical team is available to design and create a custom match for your application.

THE FOLLOWING CAN HELP US CREATE YOUR CUSTOM MATCH:

- Sample of current color
- Current dosage information
- pH of final product
- Product base with and without color

Visit our website and complete the online form with the above information at CaliforniaNaturalColor.com or contact us at: inquiries@californianaturalcolor.com or 800.557.0220.





CONTACT US TODAY *for more information or to request a sample*
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