



Colors from Nature®

SOLUTIONS FOR BAKERY



Baking Category on the Rise

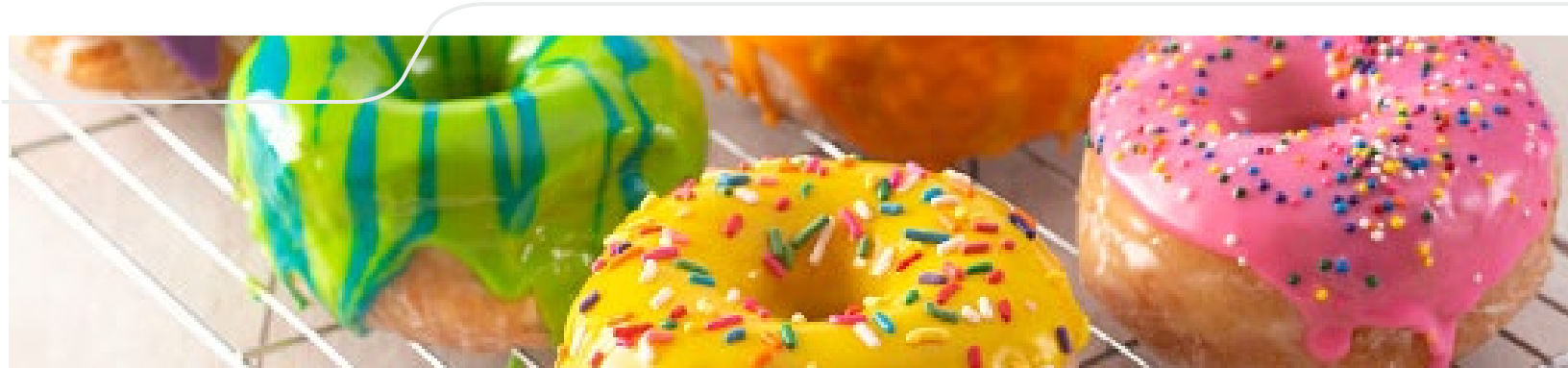
The baking category is booming as consumers are looking for comfort foods and indulgence. Several global trends will affect the bakery category, including Contemporary Wellness where consumers are increasingly seeking out products with natural, simple ingredients they recognize and cleaner labels. In fact, 62% of global consumers claim that they are trying to avoid artificial colors in food and beverages. At the same time, foods still need to be appetizing, which in the bakery category lead to a need for popping color solutions for glazings and toppings but also bake-stable colors for the dough.



ADM's Colors from Nature® unlock the beauty of nature to bring you the full rainbow of colors, providing beautiful solutions consumers will love across all baking application spaces.

How do we do it?

Starting from nature, we globally source fruits, plants, and vegetables and use our technical ingenuity and formulation know-how to develop stable and vibrant color solutions to meet your needs.



Solutions for Bakery: A Rainbow of Possibilities

At ADM, we understand the challenges in finding the optimal naturally derived color solution to fit your specific application. We have a broad and unique color portfolio, the technical expertise and technologies to offer the right solution for your specific needs.

Whether your products are cakes, cake mixes, breads, donuts, mug-cakes, cupcakes, cookies or fillings, icings, decorations or coatings, ADM can provide a full rainbow of naturally-sourced color solutions.

Complete Portfolio



- Ever-expanding portfolio of on-trend Colors from Nature® - complete rainbow of colors.
- ADM's patented stable blue, derived from huito fruit, makes it possible to achieve various shades of blue, green, purple and brown from a natural source, which are important color shades for baked goods.
- Different formats available to meet a variety of bakery applications - powder, liquids, water and oil soluble, dispersions, emulsions, spray dry, various blends, among others.
- Colors tested for shelf life and stability in bake-stable application.

Technical Expertise



- Extension of your resources - With over 400 color experts, food scientists and engineers, we can serve as an extension of your team, to create colors tailor made to your baking needs.
- Industry leading expertise in emulsion technology: broad portfolio of emulsions, including patented micro-emulsions, enable easy incorporation into bakery applications.
- Migration free (no bleeding) and stain free color solutions for applications like fillings.
- Optimal dose-cost solutions & easy-to-use.
- Holistic product development – Our colors are designed to work synergistically with other ingredients to deliver the color, taste, function, nutrition and label consumers crave while meeting developer's needs.

Clean Label



- Our color scientists and regulatory teams can provide guidance to choose the optimal color ingredients that work well for baking applications and are clean label friendly.
- Stable kosher reds – carmine free, stable browns – caramel free, stable white – titanium dioxide free options available.
- Our color offerings can satisfy a range of certifications and regulatory needs including no preservative, organic and more.



Application Examples

Rainbow Sugar Cookies

Trend Alignment:
Contemporary Wellness, Technology Enabled

Ingredients:

Colors from Nature®

- Red color blend
- Orange color
- Yellow color
- Green color blend
- Blue color
- Purple color blend

These products feature our proprietary emulsion technology and our patented stable blue

Other ingredients from our portfolio:

- Polar Bear® flour
- Palm shortening
- Rodelle® adVANTage vanilla extract

Green Mint Chocolate Chip Allergen Free Cupcake

Trend Alignment:
Contemporary Wellness, Technology Enabled

Ingredients:

Frosting:

Colors from Nature®
- Green color blend

This product features our proprietary emulsion technology and our patented stable blue

Other ingredients from our portfolio:

- Superb Palm® shortening
- Sunflower lecithin
- Natural mint flavor
- Rodelle® adVANTage vanilla extract

ADM Delivers

Our **technical ingenuity and formulation know-how**, combined with our **complete portfolio** of Colors from Nature®, backed by **insight and a world-class supply chain**, help you get to market faster with delicious and visually appealing bakery products that consumers prefer.

We've got bright ideas when it comes to color.

Your edge. Our expertise