



2017

NATURAL  
FOOD COLOR  
TRENDS



## PURPLE FOODS:

Antioxidant-rich purple foods like elderberries, purple asparagus, and purple sweet potatoes will become more mainstream in 2017 and inspire product innovation across many categories.



## HOW THEY AFFECT FOOD COLOR:

We predict rising interest in anthocyanin-based food color solutions of soft lavenders to deep, brilliant blackberry shades. True purple shades blushed with blue notes are often more expensive, hence why brands often opted for magenta hues in the past. But, 2017 will push the envelope for perfect purples, and products will provide consumers with a more authentic color experience.







## ALTERNATIVE GRAINS:

Consumers seek to add ancestral ingredients like legumes, ancient grains, pulses, and seeds to their diets but with a modern twist. The use of alternative grains will start to touch virtually all product categories.

## HOW THEY AFFECT FOOD COLOR:

From amaranth reds to lentil greens, heirloom colors of grain and wheat substitutes will spiral and twirl beyond noodles this year.

# PROTEIN



## LOW CARB



## ANCESTRAL EATING







**CULTURAL CUISINE:**  
**Today's consumers are the Lewis and Clarks of the food world. They are adventurous risk-takers delighting their palettes with cultural delicacies. Cuisine from all over the world will become mainstream in 2017.**

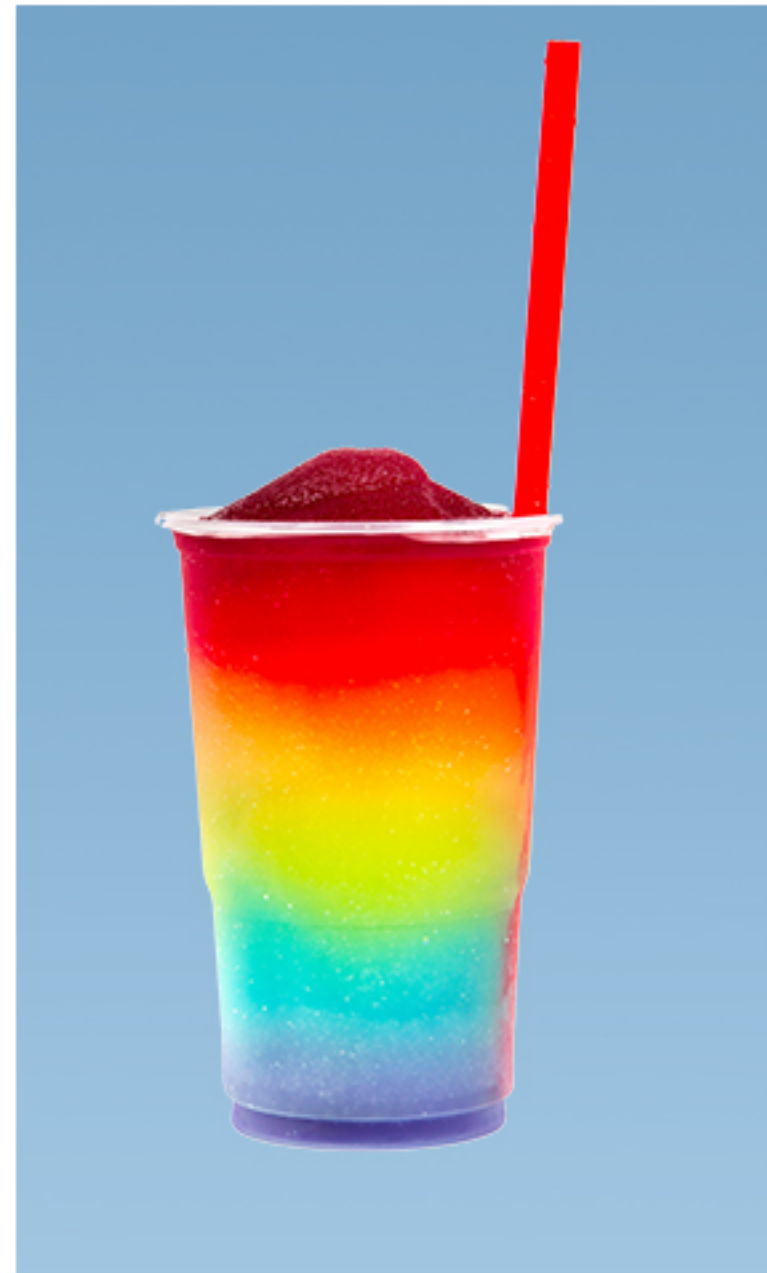


**HOW IT AFFECTS FOOD COLOR:**  
**Bolder ethnic flavors call for intensely bright colors, such as the burning reds of Asian Sambal chili sauce, vivid oranges of African sorghum, and the bright golden-yellows of Thai starfruit.**





**NO SUGAR ADDED:**  
 Sugar is increasingly becoming taboo. A newly designed “Nutrition Facts” label is coming soon and will require manufacturers to declare the amount of “added sugars” in grams. Packaged food brands will reformulate wherever possible to avoid consumer backlash against added sugar.



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**HOW IT AFFECTS FOOD COLOR:**  
 Food colors from fruit and vegetable juices often have small amounts of sugars, but sugar-free versions are feasible. There will be an increase in demand for colors from natural sources that do not contain any sugar.

**Nutrition Facts**  
 8 servings per container  
 Serving size 2/3 cup (55g)

Amount per 2/3 cup  
**Calories 230**

% DV*	
12%	Total Fat 8g
5%	Saturated Fat 1g
	Trans Fat 0g
0%	Cholesterol 0mg
7%	Sodium 160mg
12%	Total Carbs 37g
14%	Dietary Fiber 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	Vitamin D 2mcg
20%	Calcium 260mg
45%	Iron 8mg
5%	Potassium 235mg

\* Footnote on Daily Values (DV) and calories reference to be inserted here.





## FOOD SAFETY FIRST:

Due to some recent high profile food recalls and food safety incidents, the coming year brings a heightened awareness of food safety. While consumers are demanding cleaner food ingredients, natural ingredients inherently raise the risk for food safety problems.



## HOW IT AFFECTS FOOD COLOR:

In 2017, food manufacturers will scrutinize their supply chain more than ever before. They will demand more stringent testing and food safety standards from natural color suppliers in order to protect their brands and increase consumer trust.

