



ROHA®

INNOVATING FOR YOU. WITH YOU.



COLORS INSPIRED FROM NATURE

BETA CAROTENE

Good stability to light, heat & pH with amazing shades from Yellow to Orange to Red





BETA CAROTENE E160A (i-iv)

Beta Carotene can be obtained from multiple sources, namely, synthesis [E160a (i)], Plant Carotenes [E160a (ii)], Beta Carotene from fungus *Blakeslea trispora* obtained by fermentation [E160a (iii)] and Algal Carotenes [E160a (iv)].

All types of Carotenes display Pro - Vitamin A activity and they are gaining popularity as coloring agents for a range of applications.

APPLICATIONS:

Ice Creams, Soups and Sauces, Confectioneries, Margarines, Jams and Jellies, Beverages, Dairy, Pharmaceuticals, Snack Foods, Oils and Fats.

SHADES:

Bright Yellow to Orange to Orangish Red



FORMS AVAILABLE:

Liquid & Powder

STABILITY CONDITIONS:

pH Range	Heat	Light
2 - 7	Very Good	Very Good

Note:- The dosage will vary depending on the end applications.



OUR BRANDS

FOOD COLORS



DRIED INGREDIENTS



INDUSTRIAL COLORS



ROHA Dyechem Pvt. Ltd.
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