

Interest in Natural Foods/Beverages Prompts Demand for Appealing Natural Colors

In today's market, consumers increasingly seek more natural foods and ingredients for a healthier lifestyle. According to *Beverage Industry's* latest New Product Development survey, 38 percent of respondents indicated that both natural and healthy are consumer "must have" attributes. But desire for foods that are gluten- or dairy-free, with less sugar, more fiber, or a host of other functional possibilities does not reduce desire for visual appeal—the food or beverage must still look enticing.

Food Ingredient Solutions, LLC (FIS) is a fast-growing formulator and distributor of quality natural colors and ingredients to the food, cosmetic, dietary supplement and pharmaceutical industries. It is in the business of delivering on consumer expectations for food and beverages that appeal to the eye—with highly technical and advanced natural colors.

"We believe that natural colors play an important role in developing foods, including innovative diet foods," FIS President, Founder and President Jeff Greaves said, citing one of the many food categories for which his company delivers solutions. "Diet foods commonly needing natural color are those made with seeds, grains and various oils, as they are devoid of appetizing color," he explained. "Examples include diet salad dressings, flavored oils and low-calorie/healthy waters—categories with which we have expertise."

Colors Grown in the U.S.—Naturally

FIS uses U.S.-grown and harvested plants that yield natural colors. "We breed a number of our own vegetables and process them domestically to ensure safety and quality from field to finished good," Greaves said. The company offers hundreds of natural and nature-identical color systems based on several dozen different coloring principles, ranging from annatto through saffron and beyond, along with a full line of FD&C-certified synthetic colors. The company is adept at creating custom products to accommodate specific needs, also providing recommendations and color matching for its clients.

As part of FIS's program of breeding and processing fruit and vegetable colors domestically, the company employs an extraction expert with more than 20 years' experience conducting various types of extraction for Indena (Switzerland), Kancor (India) and Java Plant (Indonesia).

The company's overall mission is to provide customers with quality products at competitive prices while delivering superior customer service and technical support. In keeping with its commitment to quality, FIS earned a Superior rating on its AIB food safety audit in December 2010.

FIS recently expanded its plant in Teterboro, NJ, and maintains additional facilities in Rohnert Park, CA and Springfield, MO. FIS warehouses in three locations across the United States reduce product delivery time to clients.

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