

COLOR ADJUSTMENT

With all natural ingredients

COLOR PLUS LABEL CLAIMS

Intensely roasted malted barley ingredients are all natural ingredients made from whole grain barley that adjust color in many foods and beverages. While FDA labeling requirements do not allow “natural color” on food or beverage labels, it does allow “no artificial colors”. Food and beverage manufacturers can attain product claims including no artificial colors plus natural, healthy, whole grain, non-GMO and organic by formulating with all natural roasted barley ingredients from Briess.

Briess ingredients for color adjustment belong to two categories of color—**PIGMENTS** and **DYES**.



PIGMENTS

Pigments are insoluble colored compounds which color by dispersion. Because they are individual particles, they are not infinitely dilutable. Dilute solutions can show specking. Intensely roasted malted barley that is milled into flour functions as a pigment. Flours produced by Briess include:

- **Baker’s Black Malted Barley Flour**
Black
- **Chocolate Malted Barley Flour**
Dark brown, cocoa flavor
- **Caramel Malted Barley Flours**
Rich browns to reds
Caramel flavor
- **CocoaPlus™ Cocoa Replacers**
A spectrum of rich colored malted barley and wheat flours for natural color adjustment.

DYES

Dyes are compounds which exhibit their color when diluted in a solvent. They are also sometimes referred to as washes. In general they are infinitely dilutable. Malted barley that is minimally and further processed into malt extract functions as a dye. Some of the malt extracts produced by Briess include:

- **Maltoferm® CR45 Liquid & Maltoferm® CR451 Powder**
Amber to reddish-brown
Caramel Flavor
- **Maltoferm® A-6000 Liquid & Maltoferm® A-6001 Powder**
Intense brown to black
No flavor when used in small amounts

Beginning usage rates for black malt extracts:

- Gravy 10%
- Barbecue Sauce 5%
- Dark Breads & Cookies 5%
- Meat Rubs 30%
- Textured Protein..... 5%
- Cereal 8%
- Soups, Coffee, Tea..... 1%

