



Let's make  
food better!



## HERBAROM®

# Natural brown colouring of plant-based products

New plant-based products are designed to be healthier and more sustainable compared to animal-based products. These products are getting more popular due to awareness of the environmental global footprint and the personal objective of consuming healthier food. After the first big plant-based meat achievement within the last years, dairy-free alternatives are booming now. Plant-based dairy products are growing rapidly such as vegetable milk, yogurt, cheese and ice cream. This vegan trend is too important to ignore. All our Herbafood products - functional fibres, sweetening and colouring apple extracts - are completely fitting in this vegan trend.

**Try Herbarom® for natural brown colouring of your plant-based products:**

- Plant-based dairy like fermented products, milk, desserts and ice cream
- Plant-based meat like burger patties, strips & slices

**Within a broad range of Herbarom® types we recommend:**

- Herbarom® AF 12 more flavouring and sweetening
- Herbarom® AF 24-SR very high in colouring and sugar-reduced

### Easy to use in your plant-based products

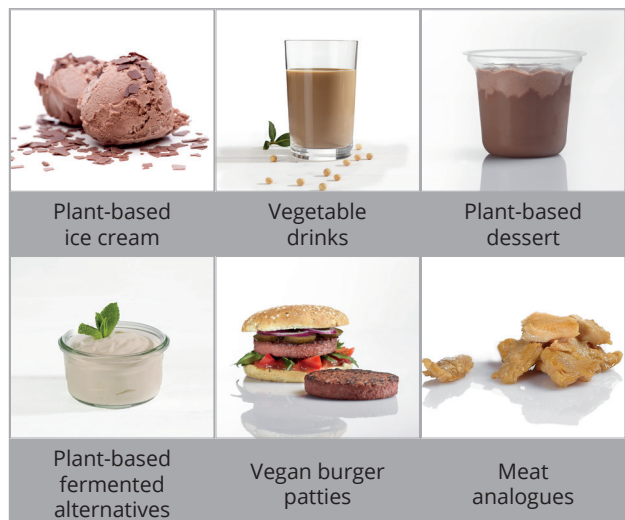
- ✓ 100 % apple extract
- ✓ Clean labelling
- ✓ Gluten-free
- ✓ Vegan, kosher, halal
- ✓ Easy to use
- ✓ Sugar-reduced products available

## Create your own style

Herbafood products in particular colouring apple extracts are suitable for setting different shades of brown. Appearance from almond to cashew to roasted hazelnut colour shades by increasing dosage of Herbarom®.



## Ideal for several plant-based applications



**We would be happy to advise you on individual product solutions!**

Contact: [solutions@herbafood.de](mailto:solutions@herbafood.de)



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