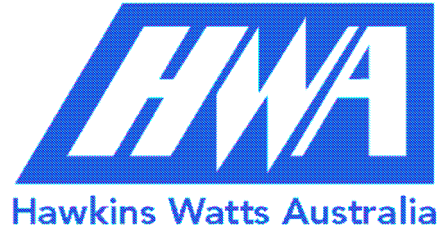


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Phytone Range of Natural Colours for White Chocolate

In today's health conscious and environmentally aware society, natural ingredients are highly valued by consumers. Often, when there is a choice between an artificial and a natural ingredient, business savvy manufacturers will opt for the product that has the best natural credentials.

In recent news about food colourings, a 2007 study by researchers at Southampton University suggested a link between the reaction of certain artificial colours with the preservative sodium benzoate and hyperactivity in children.

Phytone Ltd in the UK manufacture a range of natural colours for all kinds of applications, one of which is natural colours to give white chocolate and couverture the desired hue. From pinks and reds through to yellows and greens, Phytone has the solution. The natural colours are derived from many sources, like curcumin, chlorophyll, carmine, beetroot, annatto and caramel.

Some of these colours are fat insoluble, which offers several advantages to chocolate and ice cream manufacturers. They are more shelf stable, offering a longer shelf life, and are unlikely to migrate into adjacent layers in your product.

They are intrinsically more stable than soluble dyes, so they can be mixed together to give alternative shades without the fear of any interaction. They are very easy to use, blend well and do not leave any specks in the finished product.

Please contact Hawkins Watts Australia, Phytone's Australian agent, for more information on their product range.



For further information please contact:

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