



Achieving the gold standard with **GoldHold™ A Dry**

GoldHold™ A Dry is the versatile gold star among Lycored's range of colorants. This fine, free flowing orange powder from natural Beta-Carotene pigment enables formulators to create pleasant golden shades across flavor types and applications.



Disperses well in both water and milk



Neutral taste



Non-GMO



Suitable for vegetarians & vegans



Allergen free



Gluten free



Palm oil free



Kosher and halal



Can be a 1:1 replacement for artificial Beta-Carotene in many applications

Application success

For food processors going for gold, GoldHold Dry A has a proven application track record that alternatives don't match. In the following product categories, GoldHold Dry A demonstrated successes thanks to its excellent range of pale to dark yellow/orange colors, adjustable dosage depending on the color target and easy dispersal when mixed with water or milk:

Dairy Based Beverages

- Milkshakes (e.g. banana)
- Whey protein type sport blends

Ready to Drink Beverages

- 0% juice sports drinks (mango, pineapple, lemon)
- RTD beverages - a great 1:1 alternative replacement for synthetic Beta-Carotene

Bakery and Confectionery

- Water icing
- Baked products such as croissants
- Bakery creams – vanilla or custard creams
- Cream fillings in confectionery and bakery (biscuits)
- Buttercream icings for bakery

For further information please contact us at:
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