



Raw pea protein burger
with ResoluteRuby A



Cooked pea protein burger
with ResoluteRuby A

Coloring vegan burgers like the real thing

Visual appeal plays a key role in consumer purchasing, and in the growing meat alternative market, mimicking the appearance of animal meat is no exception. Consumers want a vegan burger that is red when raw, but cooks brown on the outside and pink on the inside, just like real meat. And they want the colors that create this visual to come from natural sources for a clean label, while being sustainably sourced for environmental responsibility.

Meet ResoluteRuby™ A

Part of our cast of superstable natural colors, ResoluteRuby A is derived from our own lycopene-rich tomatoes and is a standout performer in vegan burgers. Evaluated in a pea based protein, our team has developed a solution to the coloration challenge.

What sets ResoluteRuby™ A apart?



Natural colorant
from tomatoes



Harmonized regulatory
solution for Europe and
North America: 0.15% rte
dosages



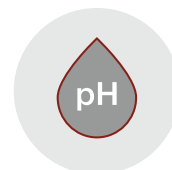
Clean label and
consumer friendly



Palm free



A full solution to consumer
coloration expectations
from red to brown when
cooked.



pH independent

For further information please contact us at:
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