
Abstract No. 86

PaperTitle **Consumer driven changes to the use of food colours in the UK**

Main Author **Martin Vince Mr**

Presentor **Martin Vince Mr**

Sensient Colors UK Ltd UNITED KINGDOM Vince.Martin@eu.sensient-tech.com

Co-Authors

ABSTRACT

A discussion of the options pursued in the UK in the light of adverse publicity concerning synthetic food colours. Solutions to the need for natural colours in foods, is the market for synthesised food colours finished? How can we replicate the stability and brightness of synthetic colours with natural alternatives? What are the constraints effecting performance of natural colours and how can they be overcome?