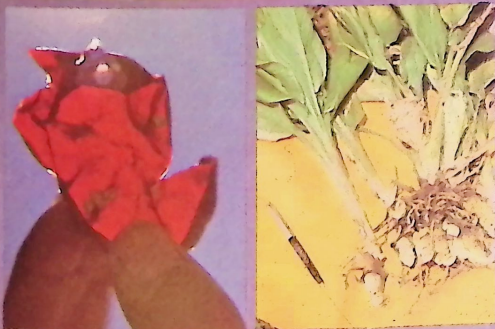


Now...Natural, patented*
food color from Kalsec

Vegetone



As basic producers of annatto, paprika, and turmeric, let Kalsec help you create the precise color blend you need.

Food color affects perception of odor, taste, and texture. That's why when you consider ingredients for profit...consider Vegetone® pure vegetable colors. A patented *micro-crystalline* suspension of pigments derived from the finest annatto, paprika, and turmeric available, Vegetone® colors in a complete range from palest yellow to vivid red-orange.

Thoroughly tested in the market place, Vegetone® is FDA approved. Certification is not required.

If you are concerned about consumer objections to synthetic color and to label declarations, our experienced staff can help you achieve the precise Vegetone® color blends your food products require.

Write or phone for a
Vegetone® data file and
working sample.



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*US Patent No. 3,162,538