



Oterra™

Appealing pet food

Draw on our expertise to meet consumer demand for appetizing, natural pet food

Recommended for: dry extruded kibbles, baked and semi-moist treats, wet and gravies

EU edition

Appealing pet food

Draw on our expertise to meet consumer demand for appetizing, natural pet food

We use our color knowledge to develop cost effective products with the characteristics you're looking for.

Our minimally processed coloring ingredients include an industry first

Our award winning, proprietary Hansen sweet potato™ is the first vegetable specifically developed for its unique coloring properties.

It delivers a unique, meaty shade to pet food applications, such as kibbles, baked products or semi-moist treats.



Our stabilizing technologies improve color functionality of turmeric

Our stabilizing technologies are designed to protect the pigment and ensure they are resilient and stable in the end product.

Accelerated light test



Product overview

Shade	Source
Yellow	Turmeric
Orange	Annatto, orange carrot, paprika
Red	Cochineal Hansen sweet potato™, red radish
Pink	Red beet
Purple	Black carrot
Green	Green leaf plant
Brown	Caramelized sugar, malted barley
White	Limestone

Our offering

Attractive shade palette suitable for dry extruded kibbles, semi-moist and baked treats, wet and gravies

- Naturally sourced pigments
- Stable solutions that with stand industrial processing, and have good resistance to light and oxidation
- All solutions are free of silicon dioxide, nano-particles and are non-GMO
- Secured sourcing of raw materials
- A dedicated range in full compliance with EU regulation for pet food (cats and dogs)
- Support to customize solutions for your existing brand or new product development



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Discover a palette of *colorful* possibilities