

## **Flavors, Colors and Preservatives From Natural Sources**

### **Description**

There is a growing demand for naturally sourced ingredients. When reading a product label, consumers prefer their products to use natural ingredients as opposed to artificial or synthetic alternatives. However, for some applications – such as neon blue and other bright colors – there are no known natural alternatives. The company is keen to identify novel additives, materials and ingredient technologies that can be easily incorporated into existing food and beverage products.

Possible approaches include, but are not limited to:

- New and unique ingredients
- Creation of new ingredient from affordable bio-transformations
- Synergistic ingredients that alone do not exceed the interest threshold, but when combined in a product at certain minimum concentrations create a dramatic increase in efficacy and/or function

### **Desired technical features**

Key success criteria:

- Must be naturally occurring or derived from a natural source
- Must have similar efficacy and functionality to current artificial/synthetic equivalents
- Replace current ingredient in product formulations without noticeable change or impact on end-product
- Cost increase of up to 10% over current ingredient is acceptable
- Materials/ingredients must be characterized as edible and safe by an authorized regulatory body
- Proposed solution would be familiar to most consumers and/or have a simple ingredient label

### **Business model**

- R&D Collaboration
- Licensing
- IP Acquisition
- Business Collaboration (Joint Venture, Distribution)
- Others