



Colors from Nature®

PET FOOD & TREATS



Humanization of Pets

Consumers with pets increasingly view themselves as pet-parents with a duty to enrich their pets' lives while optimizing their overall health and wellness. In fact, 44% of Millennials see their pets as starter children¹ and 28% of dog owners throw birthday parties for their pups². With this elevated status, many pet parents feel that pet food should be held to the same standards as they hold for their own food... or higher. At the same time, they want to spoil their babies with fun colorful kibbles and treats. Naturally derived color solutions play a key role in delighting these pet parents and delivering on their expectation for indulgent, synthetic free foods and treats.



ADM's Colors from Nature® unlock the beauty of nature to bring you a full rainbow of colors, providing appealing colorful solutions for pet food and treats.

How do we do it?

Starting from nature, we globally source fruits, plants, and vegetables and use our technical ingenuity and formulation know-how to develop stable and vibrant color solutions that are fully customizable to meet your needs.

Sources:

1 <https://www.adweek.com/brand-marketing/44-of-millennials-see-their-pets-as-starter-children-and-thats-a-big-opportunity-for-brands/>

2 <http://www.petage.com/humanization-of-pets-pet-products-resonates-within-creative-market/>

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Solutions for Pet Food & Treats: A Rainbow of Possibilities

At ADM, we understand the challenges in finding the optimal naturally derived color solution to fit your specific application. We have a broad and unique color portfolio, the technical expertise and technologies to offer the right customized solution for your specific needs.

Whether your products are dry extruded kibbles, gravies, soft-moist or baked treats, ADM can provide a full rainbow of naturally-sourced color solutions.

Complete Portfolio



- AAFCO Natural and AAFCO compliant available.
- Ever-expanding portfolio of on-trend Colors from Nature® - complete rainbow of colors. Hues can be easily adjusted according to customer needs.
- Unique patented stable blue from fruit juice allows us to create stable colors from a natural source that has, until now, been challenging for the pet industry such as green, purple blends, and stable brown caramel replacement with clean label.
- Different formats available to meet a variety of dry and moist pet food and treats applications - powder, liquids, water and oil soluble, dispersions, emulsions, spray dry, various blends, among others.

Technical Expertise



- Industry leading expertise in emulsion technology: broad portfolio of emulsions, including patented micro-emulsions, enable easy incorporation into pet food and treat applications and prevents separation over shelf life.
- Migration free - Non-bleeding color solutions for treats.
- Our color experts provide formulation support needed to convert from synthetic to Colors from Nature®.
- Optimal dose-cost solutions that are easy-to-use on small and large production scales.
- Holistic product development – Color, Texture, Flavor, Nutrition & Functionality. Our colors are designed to work synergistically with other ingredients to deliver the color, texture, palability, flavor/aroma, functionality, nutrition and label requirements that pets and pet owners love while meeting developer's needs.

Clean Label



- ADM Colors from Nature® are made with the highest quality FDA food-grade coloring ingredients.
- Grain-Free solutions available.
- Stable caramel-free browns, stable carmine-free reds and stable titanium-dioxide free white versions available.
- Our color offerings can satisfy a range of certifications and regulatory needs including no preservatives, organic and more.



Your Partner in Quality and Nutrition

As an industry leader, ADM has set the standard for quality products, timely delivery and service. Coupling ADM's quality control programs, which includes vendor assurance and ingredient traceability, with our dedicated team of regulatory and application experts, assures you of our commitment to providing unmatched value and security.

ADM offers the highest quality ingredients from one of the largest resource bases in the world. Whether it's Colors from Nature®, ancient grains, customized flavors, plant- or nut-based proteins, or specialty ingredients, ADM has what it takes to be your one stop solution provider and help you design consumer-preferred pet food products.



Nutrition Enhance your products with protein, fiber, vitamin E, whole/ancient grains, beans, nuts/seeds and healthy oils to name a few.



Texture Attain better palatability with proteins, hydrocolloids, emulsifiers, starches, dried fruits and more.



Function Improve processing and functionality with lecithin, mixed tocopherols, flours, acidulants, stabilizers, etc.



Flavor Enhance flavor/aroma with extracts, polyols, and mint, among others.

Application Examples

Rainbow Treats

Trend Alignment: Humanization of Pets

Ingredients

- **Colors from Nature®**
 - Red Color Blend
 - Orange Color
 - Yellow Color
 - Green Color Blend
 - Blue Color
 - Brown Color Blend

These products feature our proprietary emulsion technology and our patented stable blue

Other Ingredients from our Portfolio

- Harvest Pearl Whole Grain Sorghum Flour
- Superb All Purpose Palm Shortening
- CornSweet 42 High Fructose Corn Syrup
- Sugar
- Novaxan 80 Mesh Xanthan Gum
- Sunflower Lecithin

ADM Delivers

Our **technical ingenuity and formulation know-how**, combined with our **complete portfolio** of Colors from Nature®, backed by **consumer insights and a world-class supply chain**, help you get to market faster with visually appealing pet food & treat products preferred by pet parents for their four-legged babies.

We've got bright ideas when it comes to Colors from Nature®. Your edge. Our expertise.

