



## Colouring food and beverage naturally

Kingfood Australia (A Natraceutical Group Company) has been supplying the Australian food and pharmaceutical industries with quality specialty ingredients and technical expertise since 1984.

Natural colours have been an integral part of the Kingfood offer during this time and innovative colour solutions are now being produced locally. The local manufacture brings significant benefits including cost savings and supply chain advantages.

Kingfood prides itself on being more than just a supplier of ingredients and our technical account managers have vast experience working with R&D teams across various segments of the food industry to bring the best solutions for your business.

As part of the Natraceutical Group Kingfood has access to the latest global innovations and technical expertise.

Kingfood has strengthened their manufacturing and development capabilities with particular emphasis on formulating products that meet the growing trend towards “no artificial flavours and colours”. Kingfood and the Natraceutical Group are well positioned to support you in meeting the current market demands for ‘Healthier/Wellbeing’ ingredient portfolio.

### Background

Kingfood was established in 1984, when it began working with key international ingredient suppliers to bring competitive and often tailor-made and innovative solutions to Australian food and pharmaceutical manufacturers.

In 2004, Kingfood relocated to its current location Kings Park, in the North West of Sydney. The location encompasses sales and administration offices, application and QC laboratories complete with comprehensive manufacturing capabilities.

### Colouring Australia and New Zealand

In partnership with sister company Overseal Natural Ingredients UK, Kingfood are able to provide natural colour solutions that can be tailored to your specific application and requirement. Able to produce small to large scale batch sizes, Kingfood can accommodate all customers and is keen to support them in this technically challenging area.

Using technical formulation and processing expertise gained over 35 years in manufacturing natural colours, Kingfood can offer multiple pigment blends that can provide the exact shade and performance you require.

As most products are manufactured from local and imported ingredients in Sydney we are able to offer short lead times, long shelf lives and a reactive manufacturing and applications team.

Through our application and development labs we can also provide the following support to customers:

- Colour selection from a large portfolio of pigments and formulations
- Legislative and application support
- Shelf life trials (in combination with Overseal Natural Ingredients)
- Colour matching work with expertise in formulating out synthetic colours
- Batch size trial quantities for factory assessment
- Onsite support for processing and addition of natural colours

### Synergistic ingredients

Complementing the vast range of locally made Natural Colours, Kingfood is a proud partner with Givaudan – the world’s leading flavour house. An extensive range of flavours is offered nationally with fast and flexible servicing to all customers and provides access to the world’s best flavour technology. In synergy with colours and flavours, Kingfood ranges an extensive portfolio of Cargill Modified Starches, Hydrocolloids and Polyols, Maltodextrins, Flavorhouse Hydrolysed Vegetable Proteins, Freeze and Air Dried Fruits and Vegetables, Tomato Products and Specialty Inclusions (mini biscuits, sprinkles and particulates).

Kingfood’s product range was further expanded and strengthened in March 2007 when the Spanish based Natraceutical Group acquired it. Kingfood is now a proud member of the Natraceutical Group’s Ingredients Division ([www.natraceuticalgroup.com](http://www.natraceuticalgroup.com)).

The Natraceutical Group Ingredients division consists of UK based Overseal Natural Ingredients ([www.overseal.com](http://www.overseal.com)) specialising in natural colours, and taste modifier *Talin*<sup>®</sup> (Thaumatococcus) ([www.thaumatococcusnaturally.com](http://www.thaumatococcusnaturally.com)) which is a natural protein that has an amazing ability to enhance and modify flavours, improve mouth feel and also aids in masking bitterness and off notes; Swiss manufacturing based Obipektin ([www.obipektin.com](http://www.obipektin.com)) which offers superior fruit and vegetable powders which are produced under three specialised drying processes to suit varied applications; Canadian Based Viscofiber ([www.viscofiber.com](http://www.viscofiber.com)) with a high viscosity beta glucan with exceptional dietary benefits, and Spanish based Natraceutical ([www.natraceutical.com](http://www.natraceutical.com)) which offers a complete range of cocoa products and cocoa derivatives.

### Let’s talk

The team at Kingfood are prepared and excited to work with you in providing quality products, including those that meet the demands of the label conscious consumer.

For further information and project assistance, please telephone (02) 9679 5800 to speak with a technically qualified account manager or if preferred, email us at: [sales@kingfood.com.au](mailto:sales@kingfood.com.au). □



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