

China Leading Natural Food Color Solution Provider: Demeterherb at Vitafoods Asia

XI'AN, SHAANXI, CHINA, July 11, 2026 /EINPresswire.com/ -- How does a functional beverage brand maintain a vibrant, appealing hue in its products when today's wellness-focused consumers turn away from artificial dyes? The answer increasingly lies in the natural world. At major industry gatherings like Vitafoods Asia, the shift toward clean-label ingredients has moved from a niche preference to an industry standard. As the premier event for the nutraceutical, functional food, and nutritional supplement sectors in the Asia-Pacific region, this exhibition serves as a critical commercial hub where ingredient manufacturers, regulatory experts, and finished-product brands evaluate emerging clean-label solutions. The event draws thousands of global supply chain professionals annually, shaping product development priorities for regional and international markets.

As brands face the practical challenge of replacing synthetic colorants with stable, vibrant, and compliant alternatives, Xi'an Demeter Biotech Co., Ltd. has stepped forward on this

international stage. Recognized as a [China Leading Natural Food Color Solution Provider](#), the company showcased its extensive portfolio of natural food colors and botanical extracts, demonstrating how technical precision can bridge the gap between aesthetic appeal and clean-



label integrity.

A Targeted Palette of Plant-Derived Pigments

The visual appeal of functional foods, nutritional supplements, and beverages relies heavily on the quality and stability of the underlying

pigments. To meet these varied formulation needs, [Demeterherb](#) manufactures a diverse range of natural colorants derived directly from botanical sources. Among the core products highlighted are water-soluble solutions such as beet red powder and beet juice concentrate powder. Derived from high-quality beetroot extract, these ingredients provide a clean, deep red hue that performs reliably in applications like dairy alternatives, ready-to-drink beverages, and gelatin-based functional nutritional chews. Because these formulations are water-soluble, they mix seamlessly into liquid and gel bases without leaving unwanted sedimentation.

For applications requiring warm yellow and orange tones, the company provides natural turmeric extract powder, standardized to 95% curcumin. Unlike water-soluble options, native curcumin is fat-soluble, making it highly effective for oil-based matrices, functional spreads, and specialized emulsified delivery systems. Beyond these core offerings, the plant extract catalog features other specialized botanical pigments, including gardenia yellow, chlorophyll, and various anthocyanin extracts. Each ingredient is backed by comprehensive quality documentation. To ensure formulators can meet strict regulatory and safety standards, every batch is accompanied by a certificate of analysis specifying active content via high-performance liquid chromatography or ultraviolet-visible spectroscopy, alongside complete screening reports for heavy metals, solvent residues, and pesticide profiles.

Technical Balancing of Stability and Compliance

Moving from a raw botanical pigment to a reliable ingredient requires resolving practical application challenges. Natural colorants are inherently sensitive to their environment, and a natural food color solution must account for factors like matrix pH, processing temperatures, and light exposure during shelf life. Demeterherb addresses these challenges by offering technical compatibility guidance tailored to specific product matrices. For instance, anthocyanins require specific pH ranges to maintain their red-to-purple profile, while beet red requires careful thermal management during pasteurization. By providing initial compounding advice, the technical team helps formulators select the exact pigment variant that matches their processing conditions, preventing issues like fading, color shifting, or precipitation.

Maintaining batch-to-batch consistency is another critical factor for commercial food and beverage production, where even a slight variance in shade can impact consumer perception. Xi'an Demeter Biotech Co., Ltd. controls this variable by running all production lines under strict



good manufacturing practice standards. Comprehensive quality control tracking limits the total color difference to a strict, measurable threshold, ensuring that commercial-scale production runs match the initial R&D laboratory samples. This manufacturing discipline is paired with international compliance certifications. The facility and its products hold ISO9001, ISO22000, and HACCP certifications, alongside TÜV Rheinland factory validation. Furthermore, to satisfy the clean-label and demographic requirements of global export markets, the portfolio includes EU Organic, NOP Organic, Halal, and Kosher certifications, allowing seamless integration into mainstream and specialty food production lines.

Logistics and Packaging Infrastructure for Global Delivery

A stable ingredient is only valuable if it arrives at the manufacturing facility on time and intact. Demeterherb has established an independent import and export infrastructure to support its international distribution networks. Operating from its base in Xi'an, China, the company coordinates with global logistics networks across air, sea, rail, truck, and express courier pathways. This multimodal capability allows the team to optimize shipping routes based on the urgency and temperature requirements of specific botanical products, serving a customer base that spans more than 50 countries across the Americas, Asia, and Europe.

To accommodate varying production scales, the logistical framework supports flexible packaging configurations. Ingredients can be supplied in small-scale aluminum foil bags for initial laboratory pilot testing, up to heavy-duty fiber drums for metric-ton commercial manufacturing. The company also provides private label and custom labeling services during the packaging phase, ensuring that all incoming containers align with the specific documentation, internal tracking barcoding, and language requirements of the destination manufacturing plant. This structural flexibility allows the supplier to act as a stable partner for nutritional supplement, pharmaceutical, cosmetic, and functional beverage companies alike.

Sustaining a Responsible Supply Chain

The long-term viability of natural ingredient sourcing depends on responsible manufacturing practices. Demeterherb structures its operations around a clear philosophy that balances product quality with environmental responsibility. This involves implementing environmentally friendly extraction processes that optimize water use, minimize solvent consumption, and manage waste streams responsibly. By reducing the environmental footprint of the extraction phase, the company helps downstream brand owners strengthen their own clean-label narratives and corporate responsibility metrics.

The convergence of certified botanical sourcing, rigorous quality control, and functional application support underscores what modern food and beverage formulators look for in an ingredient partner. As regulatory scrutiny on synthetic additives increases worldwide, the reliance on transparent, plant-based alternatives will continue to grow.

Formulation scientists, product developers, and procurement officers looking to evaluate color stability, active content calibrations, or application guidelines for their next clean-label project can access technical documentation and request specific ingredient samples directly through the official corporate portal at <https://www.demeterherb.com/>

Xi'an Demeter Biotech Co., Ltd.

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