



Nutrition & Color

A Better Alternative to Artificial Color
Altratene® β-Carotene



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*Contact
Allied*

Founded in 2001, Allied Biotech is one of the major carotenoid suppliers in the world. We have always been known for our flexibility and responsiveness to our customers' needs.

Allied offers various vegetarian, Palm-Oil free and allergen free formulations for food, dietary supplement, pet food and feed industries. We strive for product innovation and take great care of the environment and human health.

*About
Allied*

About Products

β -Carotene is the most representative carotenoid which can be found in many fruits, vegetables and plants in nature. Known as Pro-Vitamin A, it is converted into Vitamin A in the human body when needed. Thus, it is a better source of Vitamin A for functional foods and supplements.

β -Carotene is also widely used in food and beverage industries as natural color. It offers a full spectrum of yellow to red orange shades, creating a vibrant and appealing color in various applications.



*We support
a wide range of applications !*



| Product | Altratene® | | | | | |
|---|---------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| | 5% WSC/CC | 1% WSC/PF | 5% WSC | 10% WSC/S | 10% WSC/BT | 20% WSC-RED/BT |
| Formulation | Transparent Water Soluble Fine Powder | Water Soluble Fine Powder | Water Soluble Fine Powder | Water Soluble Fine Powder | Water Soluble Fine Powder | Water Soluble Fine Powder |
| β -Carotene Content | Minimum 5% | Minimum 1% | Minimum 5% | Minimum 10% | Minimum 10% | Minimum 20% |
| Palm Oil-Free Status | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Shelf Life | 48 months Ambient temperature | 48 months Ambient temperature | 48 months Ambient temperature | 48 months Ambient temperature | 36 months Ambient temperature | 48 months Ambient temperature |
| Applicable for | Kosher, Halal and Vegetarian Foods | Kosher, Halal and Vegetarian Foods | Kosher, Halal and Vegetarian Foods | Kosher, Halal and Vegetarian Foods | Kosher, Halal and Vegetarian Foods | Kosher, Halal and Vegetarian Foods |
| Color Shades in Water at Different Dosages* | 5 ppm 10 ppm 20 ppm | 5 ppm 10 ppm 20 ppm | 5 ppm 10 ppm 20 ppm | 5 ppm 10 ppm 20 ppm | 5 ppm 10 ppm 20 ppm | 5 ppm 10 ppm 20 ppm |

| Product | Altratene® | | | | | |
|---|------------------------------------|---|--|--|--|--|
| | 20% WSC-RED | 20% TG/N | 2% FT-NR | 5% FT/PF | 10% FT-Red/PF | 10% FT-Yellow/PF |
| Formulation | Water Soluble Powder | Tablet Grade | Water Soluble Emulsion | Water Soluble Emulsion | Water Soluble Emulsion | Water Soluble Emulsion |
| β -Carotene Content | Minimum 20% | Minimum 20% | Minimum 2% | Minimum 5% | Minimum 10% | Minimum 10% |
| Palm Oil-Free Status | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Shelf Life | 48 months Ambient temperature | 48 months Ambient temperature | 18 months in a cool place (Below 15°C) | 18 months in a cool place (Below 15°C) | 18 months in a cool place (Below 15°C) | 18 months in a cool place (Below 15°C) |
| Applicable for | Kosher, Halal and Vegetarian Foods | Kosher, Halal, Vegetarian Foods and Supplements | Kosher, Halal and Vegetarian Foods | Kosher, Halal and Vegetarian Foods | Kosher, Halal and Vegetarian Foods | Kosher, Halal and Vegetarian Foods |
| Color Shades in Water at Different Dosages* | 5 ppm 10 ppm 20 ppm | 2% Beta Carotene in Tablet | 5 ppm 10 ppm 20 ppm | 5 ppm 10 ppm 20 ppm | 5 ppm 10 ppm 20 ppm | 5 ppm 10 ppm 20 ppm |

| Product | Altratene® | | | Product | β -Carotene Crystalline |
|---|------------------------------------|------------------------------------|------------------------------------|---------------------------|--|
| | 10% OS-SF | 22% OS-HS/N | 30% OS-SF | | |
| Formulation | Oil Suspension | Oil Suspension | Oil Suspension | Appearance | Reddish to Dark Reddish Crystals |
| β -Carotene Content | Minimum 10% | Minimum 22% | Minimum 30% | β -Carotene Content | Minimum 96% |
| Palm Oil-Free Status | ✓ | ✓ | ✓ | Palm Oil-Free Status | ✓ |
| Shelf Life | 48 months Ambient temperature | 36 months Ambient temperature | 48 months Ambient temperature | Shelf Life | 36 months in a cool place (Below 15°C) |
| Applicable for | Kosher, Halal and Vegetarian Foods | Kosher, Halal and Vegetarian Foods | Kosher, Halal and Vegetarian Foods | Applicable for | Kosher, Halal and Vegetarian Foods |
| White Chocolate Application at Different Dosages* | 5 ppm 10 ppm 20 ppm | 5 ppm 10 ppm 20 ppm | 5 ppm 10 ppm 20 ppm | | |

*Please contact our sales team for more details in different applications.



Altratene® Powder

A water-soluble β -Carotene yielding a color shade from yellow to red orange. It is used in products like custards, cake mixes, beverages, yoghurt, soups, sauces...etc.



Altratene® Suspension

An oil suspension β -Carotene which finds its way into a large array of applications such as margarine, dressings, soups and sauces. A heat stable formulation is specifically designed for high temperature processing conditions, such as in popcorn and frying oil.

Altratene® Emulsions

Our emulsified β -Carotene has excellent properties in water based food applications which give a bright appealing yellow to red orange color shade. Our FT-NR formulation is specifically developed for beverage manufacturers who care about "ringing".



Altratene® Tablet Grade

Our β -Carotene 20% Tablet grade provides the health benefits of Vitamin A and is an excellent choice for multivitamins and supplements.



| Application | Altratene® Powder | Altratene® Suspensions | Altratene® Emulsions | Altratene® Tablet Grade |
|---------------------------|-------------------|------------------------|----------------------|-------------------------|
| Dietary supplement | | ✓ | | ✓ |
| Bakery and Pasta | ✓ | ✓ | ✓ | |
| Butter | | ✓ | | |
| Carbonated Drink | ✓ | | ✓ | |
| Cheese | ✓ | ✓ | ✓ | |
| Confectionery | ✓ | | ✓ | |
| Edible Oil and Fats | | ✓ | | |
| Sauces and Dressing | | ✓ | | |
| Flavored Milk and Yoghurt | ✓ | | ✓ | |
| Fruit/ Multivitamin Juice | ✓ | | ✓ | |
| Ice Cream | ✓ | ✓ | ✓ | |
| Margarine | | ✓ | ✓ | |
| Soup | ✓ | ✓ | ✓ | |
| Surimi | ✓ | | ✓ | |