

Elevating Color Consistency in Beverages and Liquid Food

The first sip starts with the eye. HunterLab color measurement instruments provide objective, reliable control of beverage appearance - from color to clarity. Consistent visual quality builds consumer trust, strengthens brand identity, and supports high standards across production.



The Challenge

Color defines quality. Consistency reinforces trust.

On the supermarket shelf, color is a decisive quality signal. If a beverage differs from its expected appearance, consumers may question its quality - especially when transparent packaging makes the product fully visible.

To meet these expectations, manufacturers need stable, reproducible appearance standards that build trust and reinforce brand identity. Consistent color is not a coincidence; it is achieved through systematic control across the entire production process - from raw materials and blending to filling and final release.

HunterLab spectrophotometers support this by enabling:

- **Process reliability at every production stage:** Continuous color monitoring from blending to filling supports stable, reproducible results.
- **Early detection of ingredient and batch variations:** Objective measurement helps prevent visible deviations and safeguard consistent quality.
- **Reliable batch release:** Release analysis verifies that every batch meets predefined color criteria and delivers the quality consumers expect.



Regulatory requirements:

Beverage manufacturers must comply with clearly defined regulatory requirements.

Regulation (EC) No 1333/2008 defines permitted food additives, including colorants and their conditions of use. Regulation (EU) No 1169/2011 governs consumer food information and labeling requirements, including the declaration of additives; certain azo dyes require an additional warning.

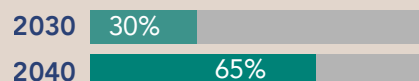
In production practice, objective color measurement supports compliance by documenting deviations and enabling rapid process adjustments. Reproducible color data help prevent complaints and strengthen quality assurance.



For beverage bottle manufacturers: Increasing recycled-content requirements for single-use plastic beverage bottles make consistent color and transparency more demanding. Transmission measurement with Vista L2 helps monitor these visual properties reliably.



Minimum recycled content requirements for single-use plastic beverage bottles % of plastic*



*Source: Regulation (EU) 2025/40 (Packaging and Packaging Waste Regulation – PPWR, Article 7)

The Applications

Measure. Control. Deliver.
Precision color quality from HunterLab.

Your competitive advantage with HunterLab instruments:

- Incoming inspection and in-process control
- Accurate determination of beverage color scores, including Tomato/Citrus Scores and EBC
- Color control for opaque, transparent, and translucent samples
- Color measurement of liquid samples across a wide viscosity range, from water and syrups to sauces and purees



Juices

- Fruit juices
- Vegetable juices
- Concentrates
- Nectars



Soft drinks

- Cola
- Soft drinks
- Energy drinks
- Iced teas
- Sports drinks

Liquid foods

- Purees
- Soups
- Smoothies
- Baby food



Milk & Mixed drinks

- Dairy milk
- Plant-based milk
- Yogurt drinks
- Coffee and Cocoa drinks



Packaging

- PET bottles
- Glass bottles
- Cans
- Soft packs
- Beverage cartons



Alcoholic beverages

- Beers
- Spirits
- Liqueurs
- Wines



The Instruments

ColorFlex L2 for beverages, smoothies, liquid foods



- Objective color data for batch-to-batch consistency
- Low maintenance and long-term reliability
- User-friendly interface with versatile accessories
- Seamless integration with LIMS and other systems
- Industry-specific accessories: Ring & Disc Set, Citrus Holder, Tomato Tile

Vista L2 for clear and slightly cloudy liquids

- Simultaneous measurement of color and turbidity
- Intuitive touchscreen and flexible connectivity
- Compatible with a wide range of sample containers
- Seamless integration into LIMS and other systems



With HunterLab, you can:

- Deliver consistently uniform products that reinforce brand identity
- Accelerate research and development cycles
- Reduce waste and production costs through tighter process control

HunterLab combines proven expertise in the food and beverage industry with more than 70 years of innovation in color measurement and a strong global partner network.

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Ensure color accuracy at every stage.