

Color Measurement of Confectionery and Snacks

Indulgence meets precision. HunterLab spectrophotometers provide objective, reliable control of the visual quality of confectionery and snacks - ensuring consistent color, recognizable brand identity and high quality standards in every batch.



The Challenge

Color defines quality. Consistency reinforces trust.

In confectionery and snacks, color is more than appearance - it is a key signal of taste, freshness and quality. Roasting level, caramelization, ingredient quality, coating, drying conditions, temperature and humidity can all influence the final visual result.

Even small color differences may be interpreted by consumers as quality defects. At the same time, many products have uneven, glossy, speckled or coated surfaces, making visual evaluation difficult and subjective.

HunterLab spectrophotometers support this by enabling:

- **Early detection raw-material variations:** Objective measurement helps identify deviations before they become visible quality issues.
- **Reliable batch-to-batch consistency:** Reproducible color data support uniform product quality across production runs.
- **Objective quality approval:** Defined color tolerances reduce dependence on subjective visual inspection.

Key challenges for confectionery and snack manufacturers



Batch consistency: Variations in raw materials, roasting levels, coatings or drying conditions can lead to visible color differences.



Uneven and heterogeneous surfaces: Salt, sugar, seasonings, fat coatings, gloss and speckling can influence measurement results.



Process speed: Short development cycles and fast production processes require reproducible color data quickly.



Brand identity: Consumers recognize products by their appearance, making consistent color an essential part of the brand experience.

The Applications

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

Your competitive advantage with HunterLab instruments:

- Incoming inspection and in-process control
- Determination of roasting degree for nuts, grains and baked goods
- Objective color control of powders, coatings, fillings and ingredients
- Reliable measurement of coarse, uneven and heterogeneous samples
- Reduced subjectivity in quality approval and batch release



Bakery & cereal products

- Baked goods
- Biscuits / cookies
- Pastries
- Rolls
- Muesli bars



Spreads & fillings

- Spreads
- Dips
- Cream fillings
- Jams

Powders & ingredients

- Powders
- Additives
- Cereals
- Loose grains



Sugar confectionery

- Gummy bears
- Candies
- Chocolate dragees
- Coated sweets

Chocolate & cocoa

- Cocoa powder
- Cocoa butter
- Chocolate
- Compound coatings
- Plant-based chocolate alternatives



Nuts & savory snacks

- Nuts
- Grains
- Potato chips / crisps
- Pretzels
- Crackers

The Instruments

ColorFlex L2 for powders, spreads, liquids

- 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



Aeros for uneven samples, snacks and baked goods



- Non-contact colour measurement
- Automatic height adjustment
- Large measuring area
- Easy sample handling
- Seamless integration with 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 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.