

# Edible Glitter™

Everything you need to know to make your product shine



Learn more about what Edible Glitter™ is, what it is made of, and how we make it. We will give you an overview of the ingredients, history, and process we use to make these magical flakes.



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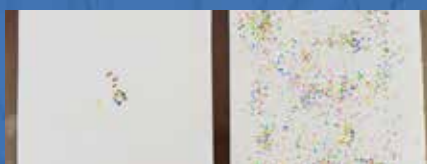
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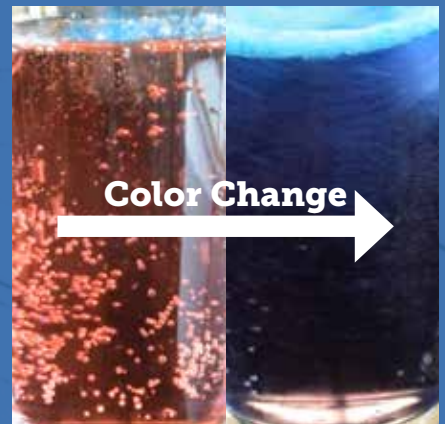
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# WHAT IS EDIBLE GLITTER™?

**FDA Status: All ingredients comply with U.S.P., N.F., or F.C.C. specifications.**

Edible Glitter™ flakes are toppings, inclusions, and color change systems. They are pure sparkle and magic. They can be used in a wide range of applications and there are several different varieties available depending on your application. Continue reading to learn what Edible Glitter™ is, what it is made of, and how we make these magical flakes.



All of the products in the Edible Glitter™ product line are truly 100% edible.

- FDA Status: All ingredients comply with U.S.P., N.F., or F.C.C. specifications.
- All products in the Edible Glitter™ product line are certified Kosher by the Union of Orthodox Jewish Congregations of America.

**Replace Sprinkles:** The two main categories in the Edible Glitter™ product line are flakes and shapes. The flakes can be used to replace jimmies, colored

sugars, and nonpareils. The typical customer reduces costs of topping by about 30% when they switch to glitter. The shapes replace the candy or starch-based shaped sprinkles such as stars. The result is a significant cost saving and a better looking end product. See our cost vs. price article on page 20. Our photo gallery on pages 16-19 demonstrates the improved visual appeal.

**Goes Where Sprinkles Can't:** Edible Glitter™'s unique formulation and design allows it to go places that normal sprinkles would not be able to be used. For

example, Edible Glitter™ will stick to a powdered sugar doughnut or a lightly glazed sweet good. In both cases, typical jimmies-type sprinkles would not adhere to the surface at all. Edible Glitter™ can also be used in hard candies and baked onto cookies or bars. In both of these cases, ordinary sprinkles would melt.

There are several types of Edible Glitter™, each designed for different applications. You can see an overview of the types of Edible Glitter™ starting on page 6.



# EDIBLE GLITTER™

Edible Glitter™ is made by Watson in the U.S.A. Watson has been manufacturing food ingredients since 1939. We are proud of our robust quality programs.

All film products, including the Edible Glitter™ products, are made on one of our state-of-the-art stainless steel production lines. These production lines were designed by Watson and are unique to our process. Read more about our Edible Film Production Process and Equipment on our website at [www.watson-inc.com/our-capabilities/film-technology/](http://www.watson-inc.com/our-capabilities/film-technology/).

There are several types of Edible Glitter™ products (see page 6).

Depending on the type of Edible Glitter™, it is manufactured in one of two ways.

The flake-style Edible Glitter™ is made from an aqueous solution that is cast onto the stainless steel belt on the production line. The solution is heated to evaporate off the water, leaving dried film sheeting. The film sheet is collected at the end of the production line, where it is milled and sifted to the desired mesh size. See page 27 for size comparisons.

The Edible Glitter™ shapes are made by a different method. The start of the process is the same: a solution is cast on the stainless steel belt and is dried to

a uniform film. The film is then wound up on a roll at the end of the line. This film is then passed through a die to cut out the desired shape, such as stars or hearts.

# BENEFITS

## Lower your costs – better coverage per pound

Traditional sprinkles like jimmies, nonpareils, and colored sugar weigh a lot and are bulky. Edible Glitter™ is a thin, lightweight flake. A flat flake means lots of surface area, lots of color, and very little weight.

The result is that one pound of Edible Glitter™ will cover the same amount of product (for example, cupcakes, doughnuts, cakes, and candies) as 20 pounds of jimmies-type sprinkles!

The difference is even greater for our shapes. One pound of Edible Glitter™ shapes (stars, for example) will cover 80 times as many doughnuts or cupcakes as one pound of the shaped sprinkles.

What this means is that you can save about 30% on the cost of your sprinkles if you are using jimmies and switch to Edible Glitter™ flakes.

## Save your warehouse space

Do you buy 12,000 lbs. of jimmies-type sprinkles? That is probably taking up 5 or 6 pallet spaces in your warehouse. The equivalent amount of Edible Glitter™ would fit on a single pallet, saving you 4 to 5 pallet spaces.

## Lower your freight costs

When you compare shipping Edible Glitter™ to shipping jimmies, you will realize a 20% reduction in the weight of the shipment. This will lower your freight rates significantly. For example, one pallet of Edible Glitter™ has a net weight of 576

lbs. and a gross weight of about 655 lbs. Compare that to the equivalent amount of jimmies, which would be about 11,520 lbs. net weight.

If you compare Edible Glitter™ shapes to shaped sprinkles, the ratio is about 80 lbs. of shaped sprinkles to every 1 lb. of Edible Glitter™ shapes to achieve the same effect or coverage.

If you are using other types of sprinkles, contact us for more information on equivalents.

## Improve your nutritional profile

Unlike traditional jimmies, Edible Glitter™ contains NO HYDROGENATED VEGETABLE OIL. and no sugar. Based on standard serving sizes, switching from jimmies to Edible Glitter™ can reduce your calories per serving by about 10.

What you really need in most cases from a sprinkle is color. Often, sprinkles are applied to products which are already sweetened and flavored. You don't need more sugar and fat from your sprinkles. You just need appealing, eye catching color and that is exactly what you get from Edible Glitter™.

## Shorten your ingredient statement

If you are using jimmies today, this is the ingredient statement for rainbow jimmies, which you need to report within your own ingredient statement. It is 50 words!

Sugar, Cornstarch, Partially Hydrogenated Vegetable Oil Blend (Cottonseed And/Or Soybean Oil), Contains Less Than 2% of Dextrin, Soy Lecithin, Natural And Artificial Flavor, Carnauba Wax, Red 40 Lake, Yellow 5 Lake, Yellow 6 Lake, Blue 1 Lake, Red 3, Blue 1, Red 40, Confectioner's Glaze (Shellac, Acetylated Monoglycerides). Contains: Soy.

The ingredient statement for our Carnival Edible Glitter™ is 14 words.

Gum Arabic, FD&C Red #3, FD&C Red #40, FD&C Blue #1, FD&C Yellow #5.

That is 36 fewer words to include on your ingredient statement. Plus, you don't have Sugar and Hydrogenated Vegetable Oil listed in the first three ingredients!

## No allergens

Our entire film line is free from the "Big 8" allergens.

## Improve your product's appearance – eye catching!

Everyone is used to seeing sprinkles on ice cream, cupcakes, and doughnuts, and they have looked the same for generations. A new sprinkle looks different and is eye catching. It will stand out in a crowd of other sprinkles. With Edible Glitter™, it is easy to create seasonal line extensions to generate additional sales.

## Socially responsible

Our Edible Glitter™ is made in our West Haven CT facility, which is 100% powered by renewable wind energy.





## TYPES AVAILABLE

# TYPES OF EDIBLE GLITTER™: FLAKE

*This is our favorite product, and the original Edible Glitter™.*



## » Type: Edible Glitter™ Flake

### Description:

Made from gum arabic and coloring agents. Colors can be FD&C, EU, or other edible colorants. This is our most economical product. Available in a range of single colors and standard color blends. Custom colors and color blends are also available.

Flakes are random, as this product is made by drying a film and milling it to a range of mesh sizes.

### Application:

Put it on anything with frosting, icing, or toppings. Bake it on muffins, cookies, and cakes. Use it on savory snacks and breakfast cereals.

Edible Glitter™ is a cost-saving alternative to jimmies, sprinkles, nonpareils, and colored sugar. Save an average of 30% over sprinkles.

It will hold up well on products with low active moisture, which means you can put it on frostings and baked goods, but it will dissolve in water.





Beta Carotene - F290003

Yellow - F290002

Amethyst C - F290074

Mauve - F290075

F29x022 - 16cm Lemon



## » Type: Edible Glitter™ Nature Colors

### Description:

Made from gum arabic and food colorants most consumers refer to as "natural," such as cabbage juice, turmeric, and radish. Custom colors and color blends are also available.

Flakes are random, as this product is made by drying a film and milling it to a range of mesh sizes.

### Application:

Designed for use in applications that are looking to remove artificial colors from their products, yet still provide attractive eye appeal.





TYPES AVAILABLE

# METALLIC COLORS

*More shine and shimmer*



## » Type: Edible Glitter™ Metallic Color Flakes

### Description:

Edible Glitter™ Metallic Colors were created for those looking for a product that has even more shine and shimmer. Edible Glitter™ Metallic Colors are made from gum arabic and mica-based pearlescent pigment. Mica-based pearlescent pigment is an exempt color listed in the CFR.

Flakes are random, as this product is made by drying a film and milling it to a range of mesh sizes.

### Applications:

Cereals, confections and frostings, gelatin desserts, hard and soft candies (including lozenges), nutritional supplement tablets and gelatin capsules, and chewing gum.

### Note:

Edible Glitter™ Metallic Colors are water soluble. They will hold up well on products with low active moisture.





## TYPES AVAILABLE

# SHAPES

*Hearts, stars, trees, daisies, squares, hexagons, and more!*



### » Type: Edible Glitter™ Shapes

#### Description:

Edible Glitter™ Shapes are made from cutting shapes out of HPMC film. The shapes are made using a cutting die. Custom shapes can be produced with custom dies.

Edible Glitter™ Shapes are available in a range of colors including FD&C, EU, exempt/non FD&C food colorants, and metallic pigments.

Some Shapes are also available in a range of sizes.

#### Application:

Foods, cereals, confections and frostings, gelatin desserts, hard and soft candies (including lozenges), nutritional supplement tablets, and chewing gum.

#### Note:

Edible Glitter™ Shapes are water soluble. They will hold up well on products with low active moisture.

Edible Glitter™ Shapes can be combined in a blend with Edible Glitter™ Flakes to provide great visual impact at a low use rate.



Metallic Gold Hearts  
F294408



Metallic Silver Hearts  
F294409



Pearlescent Blue Squares  
F294425



Pearlescent Red Squares  
F294427



Metallic Gold Squares  
F294426



Pearlescent White Hexagons  
F294431



Pearlescent Green Trees  
F294410



Red Daisies  
WT-10531EK



## TYPES AVAILABLE

# DC EDIBLE GLITTER™

*Edible Glitter™ DC is designed to be used in directly compressible dietary supplements and confectionery products.*



## » Type: Edible Glitter™ DC

### Description:

Edible Glitter™ DC is made from gum arabic, tableting aids, and color.

### Application:

Edible Glitter™ DC was created to address the need for better tablet identification for supplements. Edible Glitter™ DC creates a unique appearance in tablets to minimize the risk of consumers misidentifying a tablet.

Edible Glitter™ DC also presents an attractive appearance for children, to help increase compliance in taking supplements.

Other applications for Edible Glitter™ DC include compressed or tableted confectionery products.

The standard Edible Glitter™ DC products are not flavored, which for most applications is desirable.

Flavored Edible Glitter™ DC products can be made on a custom basis.

Flavored Edible Glitter™ DC can also be used in chewable vitamins and compressed or tableted confectionery products for an added flavor burst or to complement the flavor profile.





## TYPES AVAILABLE

# FLAVOR

*Available in a range of colors and flavors customized to your needs.*



## » Type: Flavored Edible Glitter™

### Description:

Made with gum arabic, natural or artificial flavor, and color. Colors can be FD&C, EU, and exempt/non FD&C. Available in a range of colors and flavors customized to your needs. We can use flavors from any flavor house and often formulate using a customer's proprietary flavors provided to us from their own flavor house.

Flakes are random, as this product is made by drying a film and milling it to a range of mesh sizes.

### Application:

Put it on anything with frosting, icing, or toppings. Bake it on muffins, cookies, and cakes. Use it on savory snacks and breakfast cereals.



## TYPES AVAILABLE

# SLOW SOLUBLE

*Designed for use in high-moisture systems when a very slow dissolving particle is desirable.*



### » Type: Edible Glitter™ Slow Soluble SA

#### Description:

Made with sodium alginate and color. Colors can be FD&C, EU, metallic, and exempt/non FD&C. Available in a range of single colors. Custom colors and color blends are also available.

Flakes are random, as this product is made by drying a film and milling it to a range of mesh sizes.

#### Application:

Edible Glitter™ Slow Soluble was designed for use in high-moisture systems when a very slow dissolving particle is desirable.





TYPES AVAILABLE

# INSOLUBLE

*Custom product for liquid systems that are high in water activity.*



» Type: Edible Glitter™ Insoluble

## Description:

Edible Glitter™ Insoluble is made from calcium alginate and non-water-soluble, exempt colorants.

## Application:

Edible Glitter™ Insoluble is a custom product which is formulated for liquid systems that are high in water activity.



Edible Glitter™ can be used anywhere that you would use traditional sprinkles, plus a lot of places where you can't! For example, typical jimmies are made of hydrogenated vegetable oil and sugar, and they will melt if added to the syrup for a hard candy. Edible Glitter™ can take the heat! Also, Edible Glitter™ is so light, it will stick to the surface of a powdered sugar doughnut when jimmies would just bounce off.

The best thing about Edible Glitter™ is the way it looks. It sparkles and shines like no other sprinkle can. The next best thing is that it is very cost effective. Most wholesale or industrial bakers find they will save about 30% over the cost of traditional sprinkles. You also save warehouse space, since one pallet (576 lbs. of Edible Glitter™ Flake) covers the same amount of product (cupcakes, cookies, doughnuts) with the same visual effect as about 11,520 lbs. of jimmies. Check out our coverage section (page 22) and our Costs vs. Price article (page 20) for more information on how wholesale bakers can reduce their costs, save warehouse space, reduce freight, and improve the appearance of their decorated products.

# USES

**Apply to the outside of products as a topping.**

**Bake it in as an inclusion, or add Edible Glitter™ to fillings.**



These little flakes are like magic. They can do anything from add color to baked goods in ways that have never been possible before to create a swirl of "snow" in a carbonated beverage. Even flavors and sweeteners can be added to Edible Glitter™, which opens up a whole new world of opportunities and applications for this product.



# ADD GLITTER TO ANYTHING & EVERYTHING

The possibilities are endless!

- Beverages & Spirits
- Breads & Baked Goods
- Breakfast Cereals
- Cakes, Cupcakes, Doughnuts, Muffins, Sweet Goods
- Candy Coatings
- Chips & Popcorn
- Chocolates
- Cookies & Crackers
- Desserts
- Dietary Supplements
- Frostings
- Health & Beauty Products, such as Shampoos, Lotions, & Soaps
- Ice Cream
- Marshmallows
- Snack Cakes



## PROPERTIES:

- Heat Stable: Glitter can be baked without browning or burning in temperatures up to 450° F.
- Fry Stable: Our HPMC based glitter can withstand deep frying long enough to set most batters.
- Freeze/Thaw Stable: Use it on frozen desserts and frozen baked goods with little moisture content.
- Solubility: Soluble and insoluble forms are available (see pages 12 and 13).













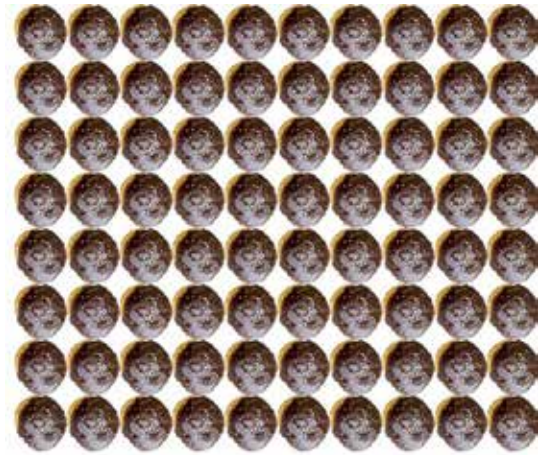








- *Approximately 1.84 grams of stars*
- *92 candy stars*
- *Decorates one donut*



- *Approximately 1.84 grams of stars*
- *7,360 glitter stars total*
- *Decorates 80 doughnuts*
- *Still 92 stars on each donut*

## COST VS. PRICE

Aren't they the same thing? No, not really. Pretend you are choosing between two products to use in your formulation. If Product A has a price of \$1.50/lb. and Product B's price is \$22/lb. Both will work equally well for your application. The choice is easy, right? Product A will cost less. Right?

No, that is not necessarily true. You also need to look at usage rate. If you need 20 times as much of Product A than you would of Product B to get the same result, then Product A will actually cost you more. At the end of the year, you will be spending a lot more money if you go with Product A, even at \$1.50/lb.

For topping and sprinkles, when it comes to use rate what we are really talking about is "coverage." The number of cupcakes or doughnuts, for example, you can decorate per pound of sprinkles is really what matters.

Edible Glitter™'s unique flake design means that you get a lot of surface area covered per pound of product. On average, you get 20 times the amount

of coverage as you would get from jimmies. That means you can look at the number of pounds of jimmies you buy now, and divide it by 20. That would give you a good estimate as to how many pounds of glitter you'll need. See more about the coverage of glitter and its use rate, compared to various types of sprinkles, on page 22.





*1 cent of jimmies sprinkles = 3.155 grams, enough to decorate three of the six cupcakes*



*1 cent of Edible Glitter™ = 0.277 grams, enough to decorate all of the six cupcakes*

## WHAT CAN YOU DO WITH A PENNY'S WORTH OF SPRINKLES?

We wanted to find out what you could do with one cent, a penny (1/100 of a US dollar). Based on an approximate price of \$1.44/lb. for jimmies-type sprinkles, one penny's worth of jimmies would be 3.155 grams of jimmies. One penny's worth of Edible Glitter™ is 227 mg or 0.227 grams. (The price for Edible Glitter™ is based on purchases of 144 lbs. of Edible Glitter™.) At first, this would

sound like we are in trouble. But Edible Glitter™ provides amazing coverage.

Above is a picture of two weigh boats. The one of the right has the jimmies and the tare weight (the weight of the jimmies only) is 3.155 grams. The first weigh boat has Edible Glitter™. The tare weight on this first weigh boat is 227 mg.

After weighing out the sprinkles, we started to decorate the cupcakes. Each of these cupcakes is identical. They are approximately 3" across the top. With one penny's worth, 3.155, grams of jimmies we decorated three of the cupcakes.

The next picture shows what we were able to do with one cent's worth, 227 mg, of Edible Glitter™. Again these are the identical three inch cupcakes, the same as we used above. With Edible Glitter™ we were able to decorate all six cupcakes.

This demonstration shows that one cent's worth of Edible Glitter™ will decorate twice as many cupcakes as one cent's worth of jimmies sprinkles. In this case, that would be a 50% savings on the cost of topping.

# COVERAGE

The concept of coverage can be difficult to explain at times. With Edible Glitter™, coverage is one of the main selling points. The key point for any sprinkle or topping is how many units you can cover with a pound of product. For example, how many cupcakes, snacks, cookies, or doughnuts can I cover with one pound of the topping? That's how you calculate costs. You know how much the topping or sprinkle costs per pound and how far that pound will go as far as decorating your products.

One of the first things we need to do with a new customer is determine how much glitter they will need to order. If they normally purchase jimmies or traditional sprinkles, they find that they'll need much less glitter to top the same amount of product.

In the picture to the left you will see two weigh boats, each containing 227 mg (0.000500449 lb.) of sprinkles. The cup on the left has jimmies in it and the one on the right has Edible Glitter™. They both weigh exactly the same. You can tell immediately that there is more product in the cup with the glitter. That is because Edible Glitter™ is a thin, lightweight flake. Think of a pound of rocks versus a pound of feathers.

## EQUAL WEIGHTS

The next pictures show the contents of the two weigh boats spread out on sheets of 8.5" x 11" copy paper. Now you can really see coverage! The 227 mg of Edible Glitter™ can easily cover the sheet of paper. If this was a white cake measuring 8.5" x 11" you can see that you could decorate that size cake with 227 mg of Edible Glitter™. The 227 mg of jimmies, on the other hand, when placed on the same sized sheet of paper, only cover a small space in the center of the sheet. The sprinkles on both pieces of paper weigh exactly the same; each piece of paper has 227 mg of sprinkles on it.



*227 mg of jimmies vs. 227 mg of Edible Glitter™*



*227 mg of jimmies - enough to cover less than one cupcake*



*227 mg of Edible Glitter™ - enough to cover 6 cupcakes*





### **227 mg of jimmies vs. 227 mg of Edible Glitter™ comparison on cupcakes**

The picture above shows the same concept, with cupcakes. We again started with 227 mg of jimmies and 227 mg of Edible Glitter™. The first cupcake has a few jimmies on it, all 227 mg, and they did not even cover that one cupcake well. With the 227 mg of Edible Glitter™, we fully decorated 6 cupcakes of the exact same size.

Since milligrams are not what most of us are used to working in, we can also look at that same scenario in pounds. We used 227 mg to decorate 6 cupcakes, which means each cupcake used 37.83 mg of Edible Glitter™ topping. That means you can decorate about 12,000 cupcakes with one pound of Edible Glitter™.

With one pound of jimmies and one pound of Edible Glitter™ you

get dramatically different results.

One pound of jimmies can make 2,000 cupcakes that look like the one on the left. We feel this cupcake is not fully decorated. We consider it a partially decorated cupcake. We do another comparison on the next page with more comparable cupcakes.

With one pound of Edible Glitter™ you can make 12,000 cupcakes that look like the one on the right.



**2,000 like this from one pound of jimmies**



**12,000 like this from one pound of Edible Glitter™**

# COVERAGE

**The price per pound  
for Edible Glitter™  
IS higher than the  
price per pound of  
jimmies, however  
the cost of Edible  
Glitter™ in terms of  
use-rate or coverage  
is dramatically lower.**

*Coverage, or use rate, is really what you need to focus on when you look at costs.*

**More than 20 times the coverage with Edible Glitter™, compared to jimmies.**

One last comparison for this section. Here are two cupcakes. Both are equally decorated. Both have the same visual appeal. The cupcake on the left has jimmies and the jimmies on this cupcake weigh about one gram. The cupcake on the right is decorated with 37.83 mg of Edible Glitter™. Both look equally decorated, but the jimmies on the left weigh more than 26 times as much as the Edible Glitter™ on the right. So in this example, we achieved 26 times the coverage with Edible Glitter™, compared to jimmies. We normally use the rule of thumb of 20 times the coverage and generally suggest to new customers that they use a 1:20 ratio as a good starting point to determine how much glitter they need. They start by taking the number of pounds of jimmies they buy now, and divide that by 20 to determine how many pounds of Edible Glitter™ they will need.

The costs of your topping per unit is really what affects the bottom line. How much it costs for the decorative topping on your product is not only the price per pound.

The cost of Edible Glitter™ in terms of use rate or coverage is dramatically lower. Switching to Edible Glitter™ from jimmies will reduce your costs significantly.



*Cupcake with 1 gram of jimmies*



*Cupcake with 37.83 mg of Edible Glitter™*



# 9 Ways

Stability of Edible Glitter™  
under nine conditions



## STABILITY OF EDIBLE GLITTER™

### 1. The shelf life stability of Edible Glitter™ as sold

When stored in its original container, Edible Glitter™ is not affected by temperature extremes or high humidity. The expected shelf life is a minimum of 60 months.

### 2. The stability of Edible Glitter™ in high temperatures such as baking

Edible Glitter™ can be applied to cookie dough or other baked goods prior to the bake. You can sprinkle Edible Glitter™ on cookies before they go into the oven. The Edible Glitter™ flakes will adhere to the surface of the cookie as it bakes. The flakes will stay intact; they will not melt. The flakes will retain their shape. They will also not brown or discolor. The colors (FD&C or EU) will stay as vibrant as they were before baking. There is no change in appearance. To the left you can see glitter baked on a cookie. Edible Glitter™ shapes can be used in this same manner.



### 3. The stability of Edible Glitter™ in freeze / thaw conditions

All forms of Edible Glitter™ are freeze stable. Freezing will not affect Edible Glitter™. Water will affect the gum arabic-based Edible Glitter™. If the Edible Glitter™ is applied to an ice cream cake or frozen pizza, the stability concerns will come at the time of thawing. If water or moisture has collected on the inside lid of a frozen food product, it can melt during thaw and drip onto the surface of the product. This will melt gum arabic-based Edible Glitter™. This can be avoided if the lid is removed during the thawing or defrosting time.

Other options include forms of Edible Glitter™ that are slowly soluble or insoluble in water. For more information see pages 12 and 13. The other factor that can impact stability during thawing conditions is flake thickness. A thicker flake will withstand more moisture.

#### 4. The stability of Edible Glitter™ on frosting or icing

Most frostings and icings used commercially have very little active or available water. Therefore all forms of Edible Glitter™ can be used on icing or frosted products with good stability throughout the shelf life of the baked good or confection.

#### 5. The stability of Edible Glitter™ in the manufacture of boiled candies

All forms of Edible Glitter™, including gum arabic-based Edible Glitter™, can be used in boiled candies. Edible Glitter™ will survive the high temperature of the candy-making process and will not dissolve or discolor. This allows for the production of boiled candies with colorful inclusions. The translucent Edible Glitter™ flakes work well within this type of system.



#### 6. The stability of Edible Glitter™ on chocolate

All forms of Edible Glitter™ can be applied to the top of chocolate or enrobing while they are still hot and not yet set. The Edible Glitter™ will stay of the surface and adhere nicely once the chocolate has set. The flake will not be affected by the heat or moisture of the melted chocolate. In the candy-making

process, Edible Glitter™ can be applied at the same step in the process during which nuts, colored particulates, or other toppings are applied.



#### 7. The stability of Edible Glitter™ in water-based systems

The stability of Edible Glitter™ in water-based systems depends on the level of active or available water in the system.

#### 8. The stability of Edible Glitter™ with ice cream and frozen yogurt

Edible Glitter™ has great application in ice cream. It can be used as a topping to replace jimmies. As a sprinkle topping for ice cream and frozen yogurt, Edible Glitter™ has the advantage of containing no partially-hydrogenated vegetable oils. Jimmies, commonly used as sprinkles for ice cream, do contain hydrogenated vegetable oil.

Edible Glitter™ can also be added into ice cream as a mix-in or inclusion. In the photo below, we used blue raspberry Edible Glitter™ (a gum arabic-based glitter) as an inclusion in vanilla ice cream. The Edible Glitter™ not only provides eye-catching color, it also can change the flavor profile of the ice cream. With the gum arabic forms of Edible Glitter™, the flakes will stay stable

until the ice cream melts, at which point they will melt with the ice cream. There are other forms of Edible Glitter™ that are less soluble if greater stability during melt is desired. See our Types of Edible Glitter™ section starting on page 6 for more information.



#### 9. The stability of Edible Glitter™ in other common applications

Edible Glitter™ can be applied to a wide range of products, from breakfast cereal to popcorn to marshmallows, all with great stability. Generally the main concern, depending on which type of Edible Glitter™ you use (see page 6-13), is the amount of available water in the system. For most common applications, you will find the Edible Glitter™ flakes are stable and retain their shine, color, shape, and appeal.



# MESH THICKNESS OF EDIBLE GLITTER™



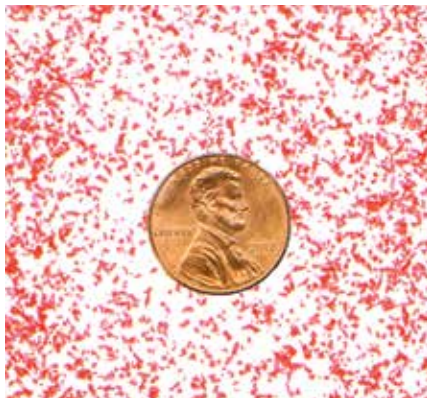
8 Mesh



16 Mesh



20 Mesh



30 Mesh



60 Mesh

## COMBINATIONS

Combine different types of Edible Glitter™ to create exciting new looks. All combinations are special order.



Silver Hearts & Hexagons



Silver & Pink Stars



Green & Gold Stars



Red & Pink 8 Mesh



Red 8 Mesh & Green Trees



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