



# Monascus RED COLORANT

## The Problem

Existing colorants in the market are mostly synthetic which lead to various safety concerns such as cancer, allergic reactions and worsening of hyperactivity in children. Many of these colorants are not safe for human consumption, thus alternative sources are being studied and explored. There is no existing local company that produces alternative natural colors.



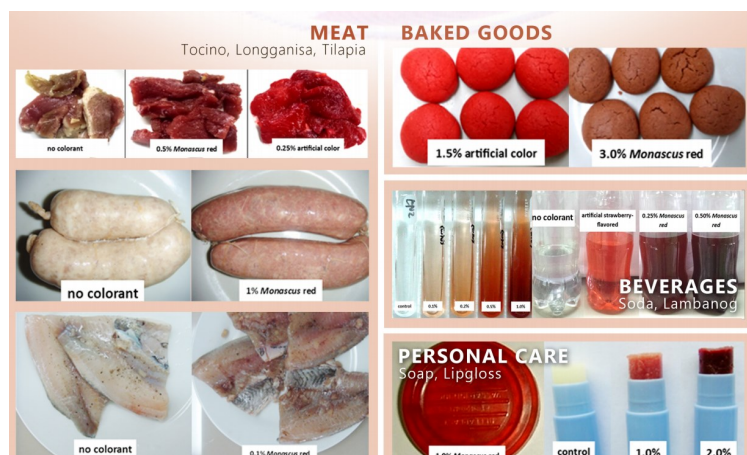
## The Solution

*Monascus* Red Colorant is a locally developed all natural colorant and considered a viable substitute for synthetic colors. Since it is locally produced, importation cost will be eliminated, product safety is assured, reliable supply of colorants and lastly, prices will be cheaper as compared to the existing imported colorants.



## The Market

The target market of *Monascus* Red Colorant are the food and beverage industries, baking industries, cosmetics, beauty and personal care products industries.



## Solution Features

- ⇒ Powder form with fruity fermented scent
- ⇒ Soluble in water and alcohol
- ⇒ Improves color, flavor and general acceptability of food and beverages
- ⇒ High antioxidant activity
- ⇒ Contains Monacolin K (cholesterol-lowering compound)
- ⇒ 2 years shelf life

Competitive Advantages are:

- Locally produced
- Competitive pricing
- Complete safety studies

## Current Status

*Monascus* Red Colorant has been tested and validated for its safe consumption in different food and personal care products. Production studies have also been conducted at pilot scale. It is now open for licensing.

## What We Need

We are looking for companies and investors who are interested to license and commercialize *Monascus* Red Colorant.

## Collaborators:



## For more information:

FIDES Z. TAMBALO, M.Sc  
University Researcher / Project Leader  
Enzyme Laboratory, National Institute of Molecular  
Biology and Biotechnology  
University of the Philippines Los Baños  
College, Laguna, Philippines  
Tel. (049) 536-1612  
Mobile: 09186300228  
Email: fztambalo@yahoo.com



OR  
Prof. GLENN N. BATICADOS  
Director  
Center for Technology Transfer and Entrepreneurship  
UPLB Science and Technology Park  
College, Laguna, Philippines  
Tel. (049) 501-4756  
Email: gnbaticados@up.edu.ph

