

FOR IMMEDIATE RELEASE

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(LANSING, MI) ADD BOLD, VIBRANT COLORS TO ALL YOUR CONFECTIONS AND CULINARY CREATIONS WITH LORANN'S NEW LIQUID GEL FOOD COLORS: CORAL AND LIME GREEN



Achieve bold and vibrant colors in all your culinary or confectionery creations with the help of [liquid gel food coloring](#)! Gel food coloring is the preferred choice by professional bakers and candy makers, as well as the home user, since they are highly pigmented colorings. Gels can help achieve the desired coloring results in less drops than liquid food coloring, making gel colors very cost-effective for those who do a lot of baking or candy making. Gel colors are also very popular with users due to its versatility in coloring a variety of baking and candy-making applications, including frostings, icings, batter, lollipops, gummies and more!

Like most gel food colorings/paste, [LorAnn's Liquid Gel Food Colors](#) are water-based and contain glycerin, where the semi-thick coloring creates a more concentrated form of food coloring. [LorAnn's Liquid Gel Food Colors](#) are packaged in a convenient squeeze bottle dispenser for 1 oz. and 4 oz. sizes. This helps easily squeeze, gel food color drops into your creation since they are thicker in consistency.

Within the last year, LorAnn has added two new liquid gel colors to the product line: [Coral](#) and [Lime Green](#).

“When choosing two new colors to add to our gel line, we utilized market research to see color trends in the baking and confectionery industry, and we also relied on customer feedback on what they would like to see from us,” says Marketing Communications Manager, Mandy Robbins. “We tested a variety of colors from the feedback and the lime green and coral is what really stood out to us because of its vibrance and simply just for the gorgeous hues they both created. I think both the professional and at home bakers and candy makers will



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be excited to test these two new colors in their gummies, candies, baked goods, and frostings. Our recipe team recently used both the [coral](#) and [lime green](#) to pipe a beautiful Lambeth design on a cake and the result was stunning.”

[Click here](#) to get LorAnn’s easy guide to liquid gel food coloring along with their blending chart tips for creating bold colors in all your culinary and confectionery creations.

About LorAnn Oils

Family-owned and operated since 1962, Lorann Oils has a history of supplying home crafters, professionals, retailers, and manufacturers with top-quality flavorings, essential oils, and specialty ingredients for baking, candy making, aromatherapy, and more. Typical businesses that use LorAnn’s flavoring products as an ingredient are artisan candy makers, small bakeries, popcorn shops, ice cream and frozen yogurt shops, and cotton candy purveyors. LorAnn’s flavorings are certified Kosher by Star-K and LorAnn is certified as a Safe Quality Food (SQF) Manufacturer. SQF certification assures that products and processes adhere to regulatory, international, and scientifically proven standards for safety. Visit LorAnn’s website at <http://www.LorAnnOils.com>.

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