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## Color Meter for Food Industry

Taste, smell and color are the main characteristics of food. Producers add colours to the products to make them more attractive for the customers.

There are special photographers for doing food fotos. In food markets colored lamps are used to let the tomatoes shine extra red. Meat is made more red (much more - in reality it is red-grey). Very much time is spent on packaging and presentation in the stores. A rich and saturated food color is an indicator for customers. It implicates the following attributes: Freshness, high quality, good in taste. The industry sector of processed food is growing fast. This industry is very depending on companies brand and customer loyalty. How to realize? One important part is the use of colors.

It is very important to continously have exactly the same product and packaging look over a long time period. PCE instruments provide color meters for doing accurate and reliable testing.

