



## Oterra signs agreement to acquire Diana Food's Coloring Business

Oterra™, is pleased to announce that – further to its press release dated June 17, 2021, outlining its intent to acquire Diana Food's natural food coloring business – both parties have today signed the transactional agreement.

Following the completion of the transaction, Oterra will fully integrate Diana Food's natural coloring business into its world class offering. Diana Food is currently owned by Symrise AG, a global supplier of fragrances, flavors, food, nutrition, and cosmetic ingredients.

This is the second acquisition in a short period of time for Oterra, an EQT portfolio company, who acquired SECNA Natural Ingredients Group S.L in June of this year. For Oterra CEO, Odd Erik Hansen, these acquisitions are a vital part of the company's strong growth ambitions.

"Consumers these days know what they want, and all research shows that the demand for natural food colors continues to grow strongly. The market is expected to reach \$3.2 billion by 2027 – and adding companies with complementary strengths and offering to our business will enable us to best help our customers on their journey towards natural," said Hansen.

The absorption of SECNA, and Diana Food's natural coloring business, cements Oterra's position as the world leading supplier of natural colors with the widest portfolio in the industry.

For more information about Oterra, visit <https://oterra.com/>

### Media Contact

Jessica O'Sullivan-Munck  
Oterra  
Global Communications & Media Manager  
jessica.munck@oterra.com

Oterra is the largest provider of naturally sourced colors worldwide. Since our first color launch in 1876, we've utilized the power of nature's true colors and championed that natural is best. We continue to share our unrivaled expertise in colors for food, beverage, dietary supplements and pet food to help manufacturers bring appealing products to consumers around the world. And we continue to empower our partners to meet demand for safe, sustainable and natural food on our journey together towards natural.