

## Topic : 4



**Vimto drink**

# What is Vimto Drink?

**Vimto:** It is syrup. It`s components are divided into two groups:

- ❖ **Natural ingredients:** Sugar, water, cherry and berry , juice, natural fruit juice, cola extract.
- ❖ **Food additives:** caramel color, citric acid (acidity regulator), Allura Red.
- **Caramel color and citric acid compounds** are completely safe and do not have any side effects on the consumer. Allura red is red nitrogenous dye manufactured in the United States as alternative to red pigment which known as Amaranth (E123) and is currently prohibited.



# Allura Red dye known by several names:

- ✓ E129
  - ✓ Allura Red AC
  - ✓ Food Red 17-CA16035
  - ✓ Red C40- FD
- ❖ Allura Red is approved as food color or dye from United Europe EU, Food and Drug Administration FDA, codex, GCC standard organization.



# Information about Vimto drink

- Some studies have shown that Allura Red increases the symptoms of allergic reactions to people who are intolerant to the salicylates complex (**found in aspirin**) Allura red if found with benzoate in any product may show symptoms of hyperactivity in children.
- It has not been proven that the Allura Red cause cancer in humans ,especially when taken in limited amounts of estimated daily consumption of 7 mg / kg of body weight.
- Allura Red should be added within allowable quantities for daily usage. The control authorities always ensure that Allura Red is far below the allowable limit or up to allowable limit during routine testing.

# Golden advice

- Strike a balance in food intake in general.
- Do not consume excessive amount or concentrate to take one product because if taken in larger amounts or concentrations, the useful products may also turn dangerous.



# Mention

- The Food Control Department at Dubai Municipality does not aim through these presentation to promote or discourage any food product or a specific brand. It only aims to clarify the facts to the public and reduce the chances of rumors



**Our Priority**  
reduce the spread  
of rumors

**With Regards**

**Food Safety Awareness Team  
Food Studies And Planning Section  
Food Control Department.**

