



ProGel Versus Other
Established Gel/Paste Colours

ProGel®, Available in 37 Colours!



THE COLOUR STRENGTH TEST!

PROGEL®: 1g Coloured 150g

1g of ProGel® coloured
150g of sugarpaste



OTHER BRANDS: 1g Coloured 100g

1g of another leading brand*
only coloured 100g of
sugarpaste to an equal colour



*Several alternative brands were compared. Results based on best performing alternative brand.



THE CONCLUSION

ProGel® will colour 50% more paste,
than other food colours.



AVAILABLE NOW FROM Statewide Food Distributors!



The most concentrated food colour with MANY different uses!



Sugarpaste



Buttercream



Royal Icing



Sponge Cake Mix

The smallest amount of ProGel® will transform white sugarpaste into the colour of your choice. The concentrated strength allows for a deep rich colour without changing the consistency of your sugarpaste!

The most popular way to finish cupcakes is a simple buttercream swirl ready to decorate with your sprinkles!

ProGel® is the best food colour to create a huge range of colours and shades with ease!

ProGel® is the perfect colour choice for royal icing.

ProGel® is "bake stable", simply add to your sponge cake mix to transform it into the colour of your choice.



THE CUPCAKE DRESS

Only 3 tubes of Purple ProGel® were used to decorate the 800 cupcakes with 5000 sugarpaste flowers on the world famous "Cupcake Dress" created by **Cake Masters Magazine** as seen by thousands of visitors to the Cake & Bake and the Cake International shows throughout the UK.



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