# EuropaBio sat down with new Member Phytolon, to learn more about the future of natural food colours

## Interview with the Co-Founders of Phytolon: Halim Jubran (CEO) and Tal Zeltzer (CTO)

### About Halim Jubran

Halim is a biotechnology executive, combining several years of experience in the global biotech industry, with a broad scientific understanding as a PhD in Life Sciences.

### About Tal Zeltzer

Tal holds a PhD in Biotechnology and Food Engineering and brings vast experience in tech-transfer and scaling up of fermentation technologies towards industrialization and product commercialization.

### 1) What inspired the foundation of Phytolon?

As PhDs in biotechnology, we were seeking an opportunity to exploit the scientific tools that modern biotechnology offers us for promoting human health and environmental sustainability. Phytolon's technology, that was "served" to us by the Weizmann Institute of Science and by the Trendlines Incubator, was a fertile ground to make the change that we have envisioned.

### 2) What potential do you see in demand for natural food colours?

The health concerns behind using synthetic ingredients and the corresponding regulatory push-back dictate food manufacturers use natural ingredients in their products. Current natural food colors are mostly plant-extracts that are compromised when compared to synthetic food colors with respect to costs and quality. Therefore, the industry is seeking innovative solutions that can bring natural and healthy solutions in a cost-efficient and high-quality manner.

EuropaBio *aisbl*
Avenue des Arts 53, 1000 Brussels
+32 2 735 03 13
www.europabio.org
VAT BE0477520310

### 3) What are your plans for growth?

Upon completing the production-scale and regulation, Phytolon is planning to, first, launch its products in the NA and EU markets, followed by LATAM, SEA, and more regions. The geographical expansion is planned in parallel to industry expansion to cosmetics and more.

### 4) How do you see Phytolon being able to transform the food colouring industry's impact on climate change and animal welfare?

Phytolon's core technology consists of using microorganisms (baker's yeast) to produce food colors, as a substitution to farming and agriculture that are currently used to produce natural colors as extracts of fruits and vegetables. The apparent impact of Phytolon's efficient fermentation-based technology can be demonstrated in saving lands, reducing carbon footprint, and saving water – altogether promoting solving climate change and animal welfare challenges.

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