



PHOENIX RISING

Shenzhen Phoenix Rising Technology Co., Ltd.

CATALOG 2026

FOOD INGREDIENTS · DIRECT FROM CHINA

Ingredients that make food taste better.

Savoury ingredients, food flavours, natural colours and additives for Bangladeshi food manufacturers — sourced from certified factories in China and checked by our own team on the ground.

চীনের সার্টিফায়েড ফ্যাক্টরি থেকে সরাসরি ফুড ইনগ্রেডিয়েন্ট — বাংলাদেশের ফুড ফ্যাক্টরির জন্য

Caramel Colour

HVP Compound

Soy Sauce Powder

Disodium Succinate

Ethyl Maltol

Food Flavours

Natural Colours

Honey

Yeast

Sodium Bicarbonate

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WHO WE ARE

Your ingredient partner in China.

Phoenix Rising is a sourcing and trading company in Shenzhen, run by a Bangladeshi engineer. We supply food ingredients to manufacturers in Bangladesh directly from producing factories in China — and we stay with every order from sample to delivery.



OUR SAVOURY & CARAMEL COLOUR PARTNER

1993

Established, headquartered in Shanghai

80+

Countries supplied worldwide

FSSC 22000

Also ISO 22000 and HACCP certified factory

Halal · Kosher

Approved products, vegetarian ranges

WHY BUY THROUGH PHOENIX RISING

01 We go inside the factory

Our Shenzhen team visits and checks the producing factories. Factory photos and video on request.

03 Two ways to buy

Large orders by LC direct from Phoenix Rising. Smaller quantities door-to-door through our Dhaka company, DE International.

02 Documents with every order

Manufacturer's COA and specification with samples and shipments, plus full shipping documents for customs.

04 People in both countries

An office in Shenzhen and a team in Dhaka. We speak Bangla, English and Chinese.

FOOD COLOUR · E150

Caramel Colour

The most widely used food colour. Water-soluble, from golden to dark brown, it makes snacks, noodles, sauces, bakery goods and drinks look richer and more appealing.



FEATURES

- Three classes (I, III and IV) for different applications
- Broad colour range: golden, amber, reddish brown, dark brown
- Low 4-Mel (4-methylimidazole) grades available
- Strict control of sulfur dioxide
- Gluten free and vegetarian; Halal and Kosher certified

CLASSES

CLASS	E NUMBER	TYPE
I	E150a	Plain caramel
III	E150c	Ammonia caramel
IV	E150d	Sulfite ammonia caramel

APPLICATIONS AND USAGE

APPLICATION	COLOUR RANGE	USAGE LEVEL	CLASS I	CLASS III	CLASS IV
Instant noodles		0.50-5.00%	●	●	●
Seasoning		0.50-5.00%	●	●	●
Bakery goods		0.20-5.00%	●	●	●
Soy sauce		0.50-35.00%	●	●	●
Soft drinks		0.05-0.20%	●	—	●
Tapioca balls		0.50-2.00%	—	●	—

All usage levels are for reference only. Please follow Bangladesh (BSTI) regulations and run a trial before production. Grade codes and specification sheets on request.

SAVOURY FLAVOUR BASE

HVP Compound

Hydrolyzed Vegetable Protein compound — a vegetable-based savoury ingredient with an authentic broth taste, made from soybean, maize and wheat. Use it directly as a seasoning powder or as a flavour base. It restores the flavour that food loses during processing and long storage.



FEATURES

- Powder colour from light yellow to brown
- Flavours: neutral, beef, poultry, roasted; light-coloured grade
- Powder and liquid forms
- Strict control of 3-MCPD
- Halal, Kosher certified and vegetarian

Chanachur

Chips & snacks

Instant noodles

Masala mixes

Soups

Sauces

APPLICATIONS AND USAGE

APPLICATION	USAGE LEVEL
Savoury snacks	0.30-0.60%
Seasoning mixes	10.00-15.00%
Soup bases	10.00-20.00%
Sauces	20.00-24.00%

Reference only. Follow BSTI regulations and run a trial before production.

SEASONING

Soy Sauce Powder

Spray-dried from naturally brewed soy sauce. A popular Asian-flavour seasoning that gives noodles, snacks, sauces and marinades a rich, rounded taste — in an easy-to-handle powder.



FEATURES

- Many grades: classic, rich, light, strong and Japanese-style flavour
- Low-sodium and gluten-free grades
- Non-GMO grades available
- Powder colour from light yellow to brown
- Strict control of 3-MCPD
- Halal, Kosher certified and vegetarian

GRADES

GRADE	BEST FOR
Classic	General seasoning
Rich flavour	Sauces, marinades
Low sodium	Health-focused products
Gluten free	Gluten-free lines
Japanese flavour	Premium snacks, noodles

APPLICATIONS AND USAGE

APPLICATION	USAGE LEVEL
Snacks	0.30-0.60%
Instant soup	0.50-1.50%
Dipping sauce	0.40-0.60%
Seafood	0.50-1.00%
Soup base	10.00-20.00%

APPLICATION	USAGE LEVEL
Meat products	0.40-1.00%
Gravies	0.50-1.00%
Seasonings	10.00-15.00%
Marinades	10.00-20.00%
Sauces	20.00-24.00%

Reference only. Follow BSTI regulations and run a trial before production.

FLAVOUR ENHANCER

Disodium Succinate

A savoury flavour enhancer with a seafood-like taste that boosts umami when blended with other savoury ingredients. Helps manufacturers reduce MSG and I+G levels.



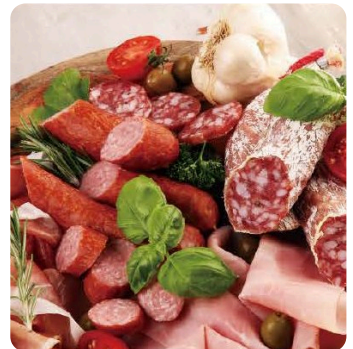
APPLICATION	USAGE LEVEL
Puffed food	0.40-1.00%
Soup bases	1.00-2.00%
Chicken sauce	0.20-0.60%

APPLICATION	USAGE LEVEL
Gravies	0.05-0.30%
Marinades	0.03-0.20%
Pickled vegetables	0.03-0.20%

FLAVOUR ENHANCER

Ethyl Maltol

A cost-effective aroma enhancer with a caramelised-sugar or cooked-fruit note. A tiny dose — usually 0.01-0.05% — lifts the aroma of food and covers unpleasant notes. Two types: fruity and burnt-sugar.



APPLICATION	USAGE LEVEL
Biscuits and bakery	0.01-0.05%
Candy	0.01-0.02%
Ice cream, dairy	0.01-0.05%

APPLICATION	USAGE LEVEL
Sauces, marinades	0.01-0.05%
Pickled vegetables	0.01-0.05%
Nuts	0.01-0.05%

Reference only. Follow BSTI regulations and run a trial before production.

FOOD FLAVOURS

Food Flavours

Fruit, dairy, sweet, tea, floral and savoury flavours for snacks, bakery, confectionery, ice cream and drinks — from specialist flavour factories with their own R&D centres. Liquid and powder forms, matched to your product and process.



Savoury

Chips, chanachur, French fries, popcorn, meat products, sausages



Bakery

Bread, cakes, cookies, biscuits, cream and fruit fillings



Confectionery

Hard and soft candy, pressed candy, jelly, chewing gum, chocolate



Beverage & dairy

Juice, syrup, tea, coffee, milk, yogurt, ice cream, sparkling drinks



OUR FLAVOUR & NATURAL COLOUR PARTNERS

Since 1996

Specialists in flavours, natural colours and honey

FSSC 22000

Also ISO 22000 and ISO 9001 certified factories

Halal

MUI Halal certified products

R&D centre

In-house labs and university research projects



FLAVOUR RANGE

Choose your flavour.

A selection of what we supply. Don't see yours? Tell us the taste you want — we will send samples to match it.



Fruit

Mango · Green mango · Lychee · Pineapple · Orange · Lemon · Strawberry · Apple · Banana · Grape · Pear · Peach · Pomegranate · Guava · Coconut · Coconut water · Passion fruit · Melon · Durian · Mangosteen · Kumquat · Plum · Mulberry · Blueberry · Cranberry · Mixed berry · Tamarind · Longan · Hawthorn · Red date · Goji berry



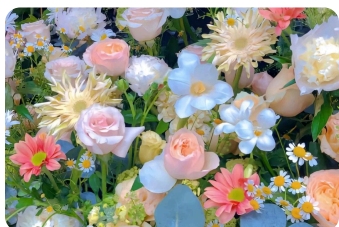
Dairy & sweet

Milk · Condensed milk · Cream · Butter · Cheese · Yogurt · Ice cream · Soy milk · Vanilla · Caramel · Chocolate · Coffee · Latte · Honey · Taffy · Brown sugar (kokuto) · Cola · Energy drink



Tea & milk tea

Black tea · Green tea · Oolong tea · Matcha · Milk tea · Jasmine tea · Winter melon tea · Taro



Floral

Rose · Jasmine · Osmanthus · Lotus · Cherry blossom (sakura) · Chrysanthemum · Lily · Honeysuckle · Roselle · Camellia · Orchid · Gardenia



Nuts, grains & herbal

Peanut · Sesame · Chestnut · Sweet potato · Pumpkin · Sweet corn · Red bean · Green bean · Pandan · Ginger · Mint · Cinnamon · Basil · Lemongrass · Ginseng · Olive



Savoury

Meat and sausage flavours · Seasonings for chips, French fries and popcorn — pair with HVP, soy sauce powder and disodium succinate (pages 04-06)

NATURAL COLOURS

Natural Colours

Colours from tomato, paprika, beetroot, turmeric, marigold, spirulina and other natural sources — for drinks, candy, jelly, bakery, dairy and snacks. Oil-soluble (OS) and water-soluble (WS) grades, as liquid or powder.



COLOUR	SHADE	E NO.	SOLUBLE	FORM	SOURCE
Lycopene		E160d	OS/WS	Liquid, powder	Tomato
Carmine (orange)		E120	WS	Liquid, powder	Cochineal
Paprika red		E160c	OS/WS	Liquid, powder	Paprika
Monascus red		—	OS/WS	Liquid, powder	Rice
Lac dye red		—	WS	Liquid, powder	Shellac
Radish red		E163	WS	Liquid, powder	Red radish
Carmine (red)		E120	WS / OS	Liquid, powder	Cochineal
Red rice red		—	WS	Liquid	Rice
Carmine (purple)		E120	WS / OS	Liquid, powder	Cochineal
Purple sweet potato		E163	WS	Liquid, powder	Purple sweet potato
Grape skin extract		E163	WS	Liquid, powder	Grape skin
Beet red		E162	OS/WS	Liquid, powder	Beetroot
Gromwell red		—	OS	Liquid	Lithospermum
Cabbage red		E163	WS	Liquid, powder	Red cabbage
Sorghum red		—	WS	Liquid, powder	Sorghum

COLOUR	SHADE	E NO.	SOLUBLE	FORM	SOURCE
Turmeric / curcumin		E100	OS/WS	Liquid, powder	Turmeric
Gardenia yellow		—	OS/WS	Liquid, powder	Gardenia fruit
Safflower yellow		—	OS/WS	Liquid, powder	Safflower
Beta-carotene		E160a	OS/WS	Liquid, powder	—
Lutein		E161b	OS/WS	Liquid, powder	Marigold
Annatto extract		E160b	WS / OS	Liquid, powder	Annatto
Natural mixed carotene		E160a	OS/WS	Liquid, powder	Palm fruit
Caramel colour		E150	OS/WS	Liquid, powder	—
Cocoa colour		—	WS	Liquid, powder	Cocoa shell
Copper chlorophyll(in)		E141	OS / WS	Liquid, powder	Alfalfa, silkworm excrement
Gardenia blue		—	OS/WS	Liquid, powder	Gardenia fruit
Spirulina blue		—	OS/WS	Liquid, powder	Spirulina
Vegetable carbon black		E153	OS/WS	Liquid, powder	Bamboo, wood
Titanium dioxide		E171	WS	Liquid, powder	—

OS = oil-soluble, WS = water-soluble. Strength and colour value per grade on the specification sheet. Please check each colour against Bangladesh (BSTI) food regulations before use.

ALSO AVAILABLE

Natural Honey

Mixed flower, rape flower, linden and acacia honey — for bakery, drinks, sauces and retail packing.



MORE INGREDIENTS

Everything your factory needs from China.

Besides the products in this catalog, we source a wide range of food ingredients and additives. Send us the name and specification of what you use today — we will find the right factory and send a sample.

Bakery & leavening

Yeast
Sodium bicarbonate
Baking powder

Savoury

Yeast extract
Seasoning bases
Flavour enhancers

Flavours & colours

Food flavours
Natural colours
Caramel colour, honey

Other additives

Emulsifiers
Thickeners
Preservatives, acidulants

WHICH INGREDIENT FOR WHICH PRODUCT

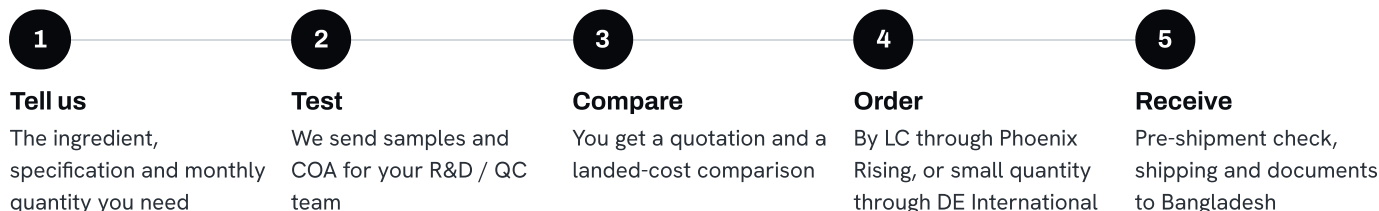
YOUR PRODUCT	CARAMEL COLOUR	HVP	SOY SAUCE POWDER	DISODIUM SUCCINATE	ETHYL MALTOL	YEAST / SODA	FLAVOURS	NATURAL COLOURS
Instant noodles	●	●	●	—	—	—	●	—
Chips, chanachur, puffed snacks	—	●	●	●	—	—	●	●
Masala, seasoning mixes, soups	●	●	●	●	—	—	●	●
Sauces, ketchup, marinades	●	●	●	●	●	—	●	●
Biscuits, bread, cake	●	—	—	—	●	●	●	●
Soft drinks, tea drinks	●	—	—	—	—	—	●	●
Candy, ice cream, dairy	—	—	—	—	●	—	●	●
Pickles	—	—	—	●	●	—	—	●



WORKING WITH US

From sample to your warehouse.

A simple process, with one person responsible for your order in China and in Bangladesh.



DOCUMENTS WE PROVIDE

Manufacturer's Certificate of Analysis (COA) and specification sheet with every sample and shipment · commercial invoice, packing list, bill of lading and certificate of origin for customs · Halal and Kosher certificates for certified grades, from the manufacturer.

TALK TO US

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