

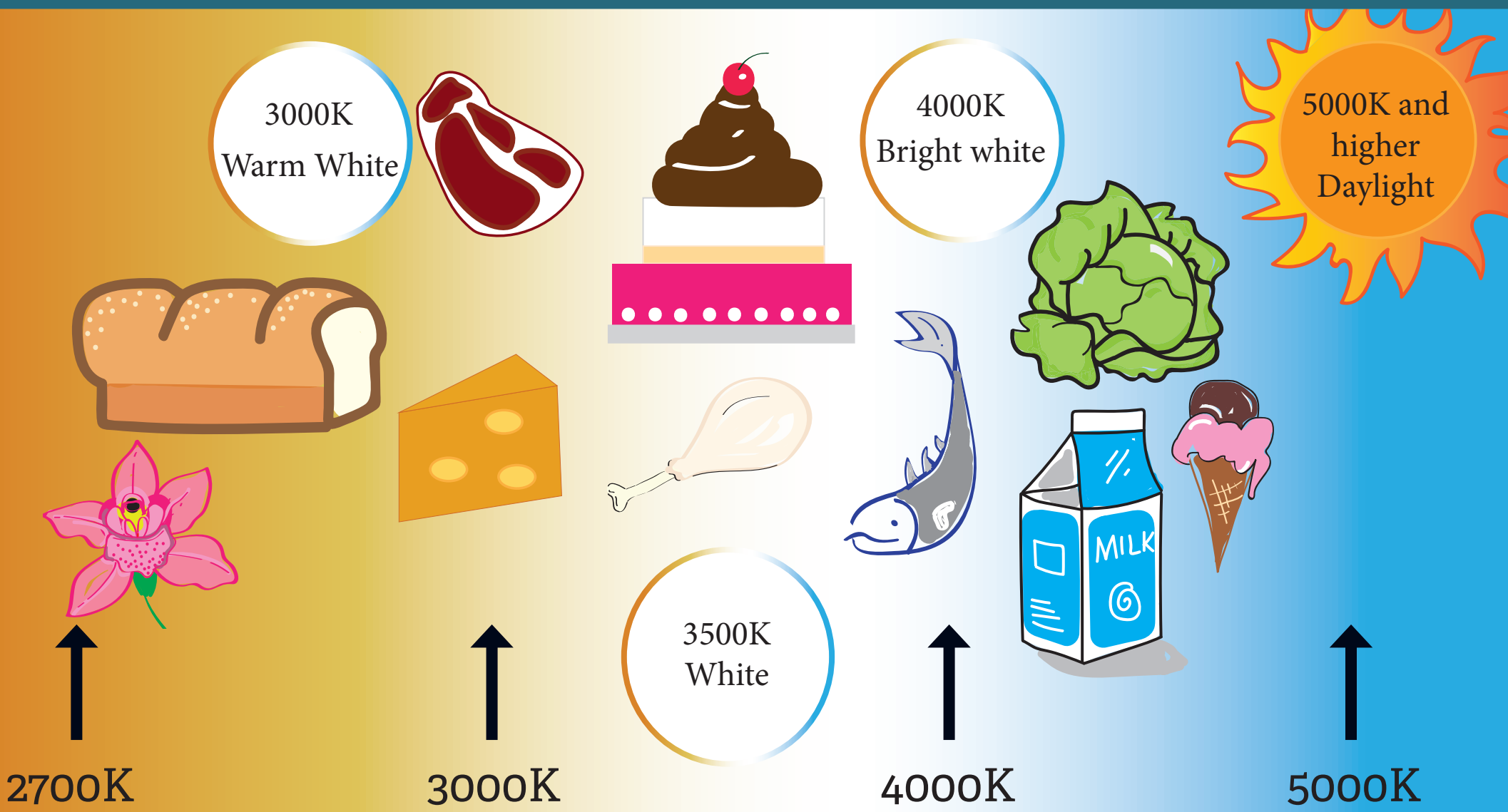
LIGHTING EFFECTS ON FOOD



KELVIN (Correlated Color Temperature)

- Kelvin is the primary unit of temperature measurement.
- Kelvin sets the departmental hue for food retail stores and the store values should be considered when selecting color temperature.

For example, discount stores may choose a cooler color temperature (whiter) to convey low prices while a European or specialty store may choose a warmer color temperature to create a richer atmosphere.



What color temperature is right for me?

Understanding Kelvin temperature (K) makes it easier to choose the lighting that will provide the best look and feel for your store. Discussions about which color temperatures are preferable for your store will help achieve desired results. Color temperatures can also be changed per department for maximum product presentation. This can also add subtle interest throughout the store. Recommendations below are subjective.

3000K

Meat: Depending on the light source and packaging, marbling in meat and fish can appear yellow since 3000K has a natural yellow hue. Pink and red meat products visually look best under warm color temperatures. Clearvoyant®4 lighting has been designed to provide a pleasing appearance on meat without causing the marbling to look yellow.

Fish: Products such as ahi and salmon would benefit from a warmer light color.

Bakery: Very good application for bread as it compliments golden tones, so it looks fresh and warm.

Cheese: Compliments red labels and orange/yellow cheese products.

Floral: Shows vibrant colors.

3500K

Good overall light does well on most colors but will not bring out vibrant colors as well as 3000 or 4000 color temperatures.

Meat will not appear as vibrant red as under 3000k but the marbling will appear whiter. Recommended color temperature if utilizing fluorescents, Clearvoyant 2 and Clearvoyant 3 type bulbs.

Recommend color temperature for refrigerated bakery products with frosting. Displays white frosting well.

4000K

Frozen Food: Very good for common packaging colors such as whites, greens and blues and helps product appear cold.

Wet Produce: Brings out white and green to emphasize freshness in lettuce and green onions.

Dairy: Brings out many colors used in dairy packaging and the feeling of product being cold.

Fish: Highlights the silver scales and displays white flesh of fish and ice well.



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