



oterra™

Rich, berry *purples* for confectionery and beverages

Harnessing the power of black carrot and hibiscus



Recommended for: Carbonated beverages, soft drinks and confectionery



025009G-EN

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Purple shades inspire thoughts of mystery, fantasy and curiosity. Purple food and beverages are particularly popular amongst young, adventurous consumers. Generation Z favors purple more than any other color in food.

79%



Who is the purple consumer?

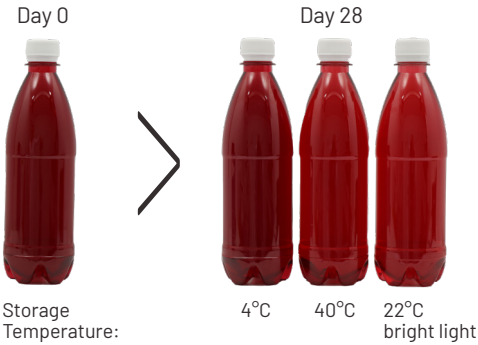


92%



Source: Oterra proprietary color insights survey 2024

FruitMax® Purple 105 is the perfect solution for bringing berry purple shades to the consumers that love them. Combining the proven stability of black carrot with the consumer-friendly labeling of hibiscus.



Rich shade
Produces deep berry shades, perfect for blackcurrant, grape and berry flavored products.

Great stability
The proven stability of black carrot makes it perfect for products with high light exposure.



Clean label
Produced with gentle, traditional production methods, this coloring food solution has a label-friendly, additive free declaration.



No off-flavor
Unlike some other sources of anthocyanin, the black carrot and hibiscus combination is flavor neutral.

FruitMax® Purple 105			
Source	Black carrot + Hibiscus		
GIN	726752	Strength	10 CU
Shelf-life	183 days 4 - 8 °C / 39 - 46 °F		
Suitable applications	Beverages, jelly gum, panned products, hard candy, foam / marshmallow, chewy candy, extruded liquorice, chewing gum		
Labeling**	EU: "Black carrot concentrate. Hibiscus extract" CODEX: "Black carrot concentrate and Hibiscus concentrate"		
Dietary status	Kosher & Halal certified, vegetarian		

Are you looking for other minimally processed colors?



Look no further than FruitMax® – our range of minimally processed fruit and vegetable concentrates that meet consumers' need for natural, recognizable ingredients.



Contact us regarding your project!

With our full range of products and application expertise, we can help you achieve your color goals.