



Oterra™

Jungle Blue,  
perfect for *blue* shades,  
blends to many more...

Unique jewel shades in blue, green and purple  
based on jagua fruit *Genipa americana*

**Recommended for:** Confectionery, snacks, cereals, edible ice, dairy/non-dairy-based products  
– depending on country specific regulation





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# Jungle Blue, perfect for blue shades, blends to many more...

Unique jewel shades in blue, green and purple based on jagua fruit *Genipa americana*

Jagua (genepin glycine) blue fills a gap for naturally sourced blue colors. Some natural blue colors are sensitive to low pH or heat, while others also have limited regulatory compliance or high costs. With jagua blue, we have made a robust blue which also blends perfectly for brilliant jewel-shades of purple and green.

### Unique blue

Natural blue, compliant and cost-effective natural solution – a perfect fit for dark berry flavors or new consumer experiences.

### Robustness

Excellent stability towards light, heat, acidity and oxidation makes it versatile and easy to apply in many F&B production processes.

### Sustainability

Jagua fruit, also known as huitto, mainly grows in the rainforests of South America. Oterra's exclusive partnership ensures a responsibly and ethically sourced supply of the exciting new colorant.

### Compliance

Jagua blue is compliant as a color for use in country specific F&B applications in US, Mexico, Colombia, Brazil and India.



## Jungle Blue your gateway for blues and beyond...

### Versatility and creativity

Jagua blue is versatile when it comes to combination with other natural colors such as turmeric, sweet potato and red beet. Achieve the vibrant jewel green, purple or brown shades you need.

Select from one of our pre-prepared blends or co-create with us to accelerate your development process and get the color that fits your requirements.



ColorFruit® Blue 900 WSP

ColorFruit® Green 1312 WSP

ColorFruit® Purple 1303 WSP

*Interested?*

Check out our website for more inspiration.