

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.

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

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

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

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



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.

ColorFruit® Purple 1303 WSP



Interested?

Check out our
website for more
inspiration.