



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, beverage, bakery, edible ice, dairy and non-dairy products
– please check local regulations





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Jagua (genipin glycine) blue fills an important gap in naturally sourced blues. Many natural blues struggle with low pH, heat, regulatory limits, or high cost. Jagua blue offers a stable, reliable alternative that also blends beautifully to create vivid jewel-tone purples and greens.

Unique blue

A distinctive, dark natural blue that combines regulatory compliance with cost efficiency. This versatile shade is ideally suited to deep berry flavors, while also opening the door to bold, memorable consumer experiences that stand out on shelf and delight at first glance.

Robustness

Engineered for resilience, it offers strong resistance to light, heat, acidity and oxidation. The result is a stable, dependable solution that remains easy to handle across diverse food and beverage production processes, helping manufacturers maintain consistency and quality from batch to batch.

Sustainability

Jagua fruit, also known as huito, grows naturally in the rainforests of South America. Through Oterra's exclusive sourcing partnership, we help ensure a responsible and ethical supply of this distinctive raw material, supporting local communities, protecting ecosystems, and delivering a truly natural color solution.

Compliance

Jagua blue is already approved for use as a food color in many regions, including the US, Mexico, Colombia, Brazil, India, and countries following CODEX standards. Regulatory acceptance is expanding rapidly, with EU and Canada approvals expected shortly. Please contact us for the latest regulatory updates and market-specific guidance.



Jungle Blue your gateway for blues and beyond...

Versatility and creativity

Jagua blue is highly versatile, blending easily with other natural colors such as turmeric, sweet potato, and red beet. From vibrant jewel greens to rich purples, it gives you the freedom to create the shades you need.

Choose from our pre-prepared blends or co-create with us to accelerate development and achieve a color solution tailored precisely to your requirements.



-  **ColorFruit® Blue 900 WSP**
-  **ColorFruit® Blue 901 WS**
-  **ColorFruit® Green 1312 WSP**
-  **ColorFruit® Purple 1303 WSP**



Interested?

Scan, and get the full story on Jungle Blue