

PRESS RELEASE



FOR IMMEDIATE RELEASE

Dana Osborn | 424-323-9244
Dana.osborn@californianaturalcolor.com

UNLEASH NEW POSSIBILITIES IN NATURAL COLOR WITH PURE PURPLE BUTTERFLY PEA, CALIFORNIA NATURAL COLOR'S LATEST INNOVATIVE HIGH-STRENGTH CRYSTAL COLOR FOR CLEAN-LABEL FOOD AND BEVERAGE PRODUCTS.

FRESNO, May 30, 2024 - California Natural Color, a leading global ingredient supplier of premium grape juice concentrates, natural colors, and grape seed extract, is proud to announce the addition of Pure Purple Butterfly Pea to its color portfolio. This new addition helps manufacturers to achieve bold blue and purple hues in a variety of applications. Through their proprietary drying technology and crystal format known to California natural Color, Pure Purple Butterfly Pea is a truly distinctive product that bodes a higher color concentration in comparison to market alternatives and allows manufacturers the benefit of supply chain savings through the patented crystal delivery system.

Butterfly pea is a unique coloring agent that achieves beautiful purple shades in applications with a pH of 4.0 or below, and bold blue hues in applications greater than a pH of 4.0. Because of the ingredients exceptional stability against heat and light, it will allow manufacturers the opportunity to expand into new categories or develop products that may not have been previously possible.

“As wellness remains top of mind among consumers, we continue to see demand for healthier, recognizable, and sustainable ingredients, with colors from natural sources playing an important role,” says Cori Fujimoto, Color Technology Manager of California Natural Color. “We know that natural blue shades have been an industry challenge. Our team constantly looks for new ways we can innovate to meet the needs of our customers and their consumers. One of the key features of this product is its delivery system. Other products out in the market are in a less concentrated liquid or powder form. What we offer through our proprietary drying technology is a unique crystal that provides an exceptionally high strength pigment that’s free from any carriers or additives. The crystals also don’t require refrigeration, leading to reduced freight and storage requirements, greater energy savings, and increased operational efficiency. These factors add up to cost savings throughout the supply chain for manufacturers, making our crystals an ideal alternative to traditional coloring methods.”

Pure Purple Butterfly Pea is easily and completely water soluble and can be used in a wide range of applications including alcoholic beverages, sports and nutrition drinks, soft drinks and juices, ice cream and frozen dairy desserts, confection, and more. The ingredient’s versatility, stability and one-of-a-kind crystal form will open new opportunities for creativity in the food and beverage space.

To learn more about Pure Purple Butterfly Pea or to request a sample, please visit the California Natural Color website at www.californianaturalcolor.com or contact inquiries@californianaturalcolor.com.

About California Natural Color:

California Natural Color is a supplier of premium grape juice concentrates, natural colors, and grape seed extract. Our proprietary crystal color technology has revolutionized the natural color industry, offering unique product solutions for developers in the food, beverage, pet food, and nutraceutical sectors. With up to a 5-year shelf life and exceptionally high color concentration, our unique crystal color solutions offer superior stability and enable a clean label with zero calories in use. Our commitment to quality, product innovation and customer solutions has established us as a leader in the industry.