

Technical Tips

Innovative Natural Blue Coloring

A naturally derived blue coloring is available in either liquid or powdered form. Created by our strategic coloring partner, colorMaker, the new, water-soluble natural blue coloring is derived from anthocyanins extracted from vegetable juice (red cabbage) and holds the US Patent No. 7279189.



Shelf Stable Blue

An industry breakthrough, this blue coloring enables food product developers to obtain a naturally derived blue hue at lower pH than conventional anthocyanin coloring. The innovation increases the range of foods that can be formulated with a natural (non-synthetic) blue coloring.

Anthocyanins (whether derived from fruit or vegetable sources) exhibit a reversible molecular structural change – from red to purple to blue – as the pH of their environment changes from acidic to basic. This new natural blue coloring exhibits a blue hue at pH 5.5 to 7.0; whereas, anthocyanins normally demonstrate a faded and unstable purple hue at pH 5.5. It is GMO Free and kosher certifiable.



Natural Blue Coloring
(Blue WS)
in solution at pH 5.5



Standard Red Cabbage
(anthocyanin)
in solution at pH 5.5

Applications

The new blue coloring works well in bakery frostings such as royal and butter cream icings, colored sugar, toppings, dry mix, candies, gourmet marshmallows, chewing gum, compressed tablets, gelatin tablets, and other non-acidic confectionery products.

Hints: To optimize performance in icings and frostings

- Use liquid egg whites (not powdered) to stabilize the pH of the icing.
- Avoid using acidulents such as lemon juice or cream of tartar.
- Enhance stability with low water activity.



Frosting for baked goods

Global trends show more and more food processors are formulating with natural coloring, as more and more consumers associate natural products with higher quality.

D.D. Williamson is the exclusive global distributor of colorMaker's natural coloring blends. colorMaker and D.D. Williamson offer natural food coloring standardized for strength, stabilized for safety, and validated for quality which improve the allure of foods and beverages through visual appeal.



Colored sugar



For samples or technical questions, please e-mail us at info@ddwmsn.com

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