



Butterfly Pea Flower Extract: New Blue From Nature

In 2021, Butterfly Pea Flower Extract received **FDA approval** to be added as a color additive to food&beverage. This new natural blue is exceptionally heat stable and provides formulators with a beautiful blue shade for their color library.

Butterfly pea flower extract is a rare blue color among natural pigments, which provides new color options for food&beverage manufacturers, and butterfly pea flower extract can be combined with other natural pigments to form a natural purple or green color. It can be labelled as “butterfly pea flower extract for color” or “vegetable juice for color”, making this new source a very appealing option for today’s consumers looking for simple ingredient statements.



**LIGHT
STABLE**



**pH 3.0-7.0
STABLE**



**HEAT
STABLE**



**WATER
SOLUBLE**





**KOSHER, HALAL
Certificate**



The Difference Between

Butterfly Pea Flower Extract & Butterfly Pea Flower Powder

Color	 Dark purple	 Blue grey
Stability	Heat, Light and Acid-stable pH 3.0-7.0 stable	Poor stability
Water solubility	100% water soluble	Partially water soluble with sedimentation
Extraction	Extraction ultrafiltration	Milling and crushing
Application	Most food and beverages	Tea, catering...
Law	FDA approval	No regulations approval

With this FDA approval, butterfly pea flower extract is approved for use in several key application categories in the US, including alcoholic and non-alcoholic RTD beverages, ice cream and frozen dairy desserts, candies, and liquid coffee creamers, both dairy and plant-based.



KEY PRODUCT FEATURES

- Available in liquid & powder form
- Water soluble
- Excellent pH, heat and light stability
- Kosher
- Halal
- Clean label
- Basis for additional natural colors (ex. green and purple)

More Applications, More Benefits

Butterfly pea flower extract is labeled “vegetable juice (color)” for finished products under FDA Regulation 21 CFR Sec.



RTD



sport and energy drinks



fruit drinks
(including smoothies and grain drinks)



soft candy



chewing gum



hard candy



tea



coated nuts



ice cream and frozen dairy desserts



liquid coffee creamers



alcoholic beverages
(liquor, liqueurs, and flavoured alcoholic beverages)



fruit preparation in yoghurt