

# Technical Tips

## Innovative Natural Blue Coloring

A new, 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

### Shelf Stable Green

In addition, colorMaker has developed naturally derived, water-soluble green coloring by adding a variety of yellows to its natural blue.

### Applications

The new blue coloring works well in frozen dairy applications, colored sugar, bakery frosting, toppings, dry mix, candies and other non-acidic confectionery products. Global trends show more and more food processors are formulating with natural coloring, as more and more consumers associate natural products with higher quality.

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



Frosting for baked goods



Colored sugar



Ice cream containing  
Natural Blue Coloring  
(Blue WS)



Ice cream containing  
non-patented anthocyanin  
(from red cabbage)



For samples or technical questions, please e-mail us at [info@ddwmsn.com](mailto:info@ddwmsn.com)

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