Roha has launched Futurals Spirulina Blue ….. Opening NEW possibilities to in the World of Natural Blue Colouring Foodstuffs.

One of the biggest challenges in Natural Food Colour world right now is a Natural Blue. There is no Natural colour option permitted in Europe or traditionally used around the world is really blue. Traditionally Food and Beverage Industry has been compromising using some modified Anthocyanin but Stability and Water Soluble bright blue color was still a challenge. Some modified Anthocyanin options are presented in form of Lake that cannot be completely dissolved, while water soluble modified Anthocyanin changes to violet at pH below 5.5. Both types gives dull blue in coated products.

Now you have a right answer to solve this issue.

FDA has approved the use of Spiruline, as a food colour, in gummy and confectionery applications (panned and chewy candy, chewing gum, jelly, Gummy candy).
Spirulina (blue-green algae) has a long history as colour in many markets and applications as source of natural blue and green.

This fills the gap, providing to producers not only with a vivid blue shade but also with the possibility to mix Spirulina with other colours, to achieve amazing “natural” shades, unavailable until now.

The Food and Drug Administration (FDA) has published a final rule, effective September 13, 2013, amending the color additive regulations to provide for the safe use of Spirulina extract made from the dried biomass of the cyanobacteria Arthrospira platensis as a color additive in candy and chewing gum.

This action is in response to a petition filed by IACM member Mars, Inc.

Roha introduces FUTURALS Spirulina Blue, which addresses all this issues and more

- Can be completely dissolved very easily.
- Keep same blue even in applications with acidic pH like jelly gum.
- Gives extremely bright and intense blue for coating applications.

Compared with other Spirulina found in the market, Futurals Spirulina Blue gives solution much more transparent (no particles in suspension) and with shade really blue much brighter and attractive.

Other options in the market are more difficult to dissolve in water, sometimes with insoluble particles, and gives solution more cloudy and with shade brownish and/or greenish.

Also they are less stable to light and acidic pH.
FUTURALS Spirulina blue has wide applications in Food and Beverage Industry for example:

- **COATING**: This is the main application due to 2 reasons: it gives extremely good results; it gives very bright and intense blue and it is easy to work with because it is easier to dry from layer to layer. This opens new marketing opportunities for your products to be in new color viz blue coated products like chocolate, nuts, chewing gum etc. Actually, the very well-known use right now is for coating (by Nestle).

- **JELLY GUM**: It gives crystal clear jellies of bright intense blue. It is already been used for some jelly gum producers.

- **MARSHMALLOWS**: our Roha Spirulina Blue in powder form was already tested in this application and excellent results were obtained.

- **CHOCOLATE**: white chocolate can be coloured blue very easily, an innovative way to differentiate your products in the market place.

- **BAKERY- BISCUIT FILLING**: it works wonderfully in water soluble based filling for biscuits.

- **ICE CREAM**: Also for this application there is already good market (we received from customers to match). It is easy to be mixed with other ingredients and gives nice blue color.
Besides its use to give blue shade, it can also be used in blends with yellow to give very bright Green or with red for Purple or Violet shades.

In US, this use is the only alternative to replace artificial colours in confectionery because Chlorophyllin cannot be used in this application and Spinach extract presents low stability and dull shade.

Also in Europe the Greens with Spirulina find good options of application because they are much brighter than Copper Chlorophyllin Complexes, being very similar to artificial colours.

FUTURALS Spirulina Blue is available in Powder and Liquid form, to suit your requirement.

The water soluble liquid is with sugar syrup or inverted sugar syrup as carrier and it can be used in almost all applications, except fat based application, for which a oil dispersible version was developed.

The standard packaging for powder form is 25 Kg Plastic bag into a cardboard box and for liquid form is 25 Kg jerry can.

When you use FUTURALS Spirulina Blue you can now label your products as

- Vegetable Extract
- Algae Extract
- Spirulina
ROHA, the global colour Company of the JJT Group, has a long experience with this colour. Spiruline formulations belong to the new FUTURALS family of colouring foodstuff developed by ROHA.

FUTURALS have been formulated following the continuous demand of clean label declaration and we are happy to extend almost all the range to the USA, and European Market, please contact our Sales Associates.

Contact our Sales Associates or log on to our website or write to us at Globalmarketing@roha.com