

PRODUCT SPECIFICATION SHEET

Issued Date: 1-26-2021

Product Name: Vegetable/Fruit Purple Blend Powder WS50

Product Code: 302805

Description, including color and solubility

Vegetable/Fruit Purple Blend Powder WS50 is a naturally-derived blend of vegetable and fruit juices designed for coloring foods and beverages. The principal coloring component is a blend of FDA-approved vegetable and fruit juices. It produces a bright, clear, purple color, depending on the dosage and the pH of the application.

Identification

Chemical name: Vegetable and Fruit Juice Concentrate

CAS No.: NA

Stability & Storage

Heat and Light Stability: Resistance to heat and light are good. pH in the range of 3.0 to 5.0 is good under most conditions.

Storage condition: Store in a tightly-closed container in a cool, dark place.

Application

Ice Cream, Panned Candy, Yogurt and fruit preparation, frosting

Regulatory Status

EU Food Additives Regulation EC No.1333/2008: (colouring food)

USA Food Additives 21 CFR 73.250, 21 CFR 73.260

This Product Contains

Vegetable and Fruit Juice Concentrates, Gum Arabic, Maltodextrin, Citric Acid, Tricalcium Phosphate

Supersedes: none

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Suggested Labeling

USA: Colored with Vegetable and Fruit Juices; Vegetable and Fruit Juices (color), Color Added

Ingredients, Safety, and Hazard

This product contains only food grade ingredients. It does contain small amounts of citric acid. Wear proper eye and skin protection. Upon exposure to skin or mucous membranes thoroughly flush the affected area with clean, cool water. Wash skin with soap and water. Consult a physician if there is irritation.

Shelf Life

When stored under recommended conditions, 12 months minimum.

Recommended Storage Conditions

Store in a cool, dark, dry place, tightly sealed in its original container. Avoid exposure to heat or direct light. As the container is emptied, and if storage for longer periods of time is anticipated, it may help to transfer the contents from the original container to a clean, opaque container of a suitable size, or to line the container with a plastic bag that can be collapsed to exclude incident air. This will minimize exposure to oxygen in the headspace of the container.

Specifications

Appearance: Blue-ish black powder, free flowing
Odor: Very weak, characteristic fruity odor
Color Content determined by UV-VIS methodology

TPC	Max 1000 cfu/g
Mold & Yeast	Max 100 cfu/g
Coliforms	Max 3 MPN/g
E. Coli	Negative/1g
Salmonella	Negative/25g

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