



## PRODUCT INFORMATION SHEET

Issued Date: 12-28-2021

Product Name: Fruit/Vegetable Purple Blend Liquid WS100

Product Code: 302807

### Description Including Color and Solubility

**Fruit/Vegetable Purple Blend Liquid WS100** is a naturally-derived blend of fruit and vegetable juices designed for coloring foods and beverages. The principal coloring components are FDA-approved fruit and vegetable juices. It produces a bright, clear, purple color, depending on the dosage and the pH of the application.

### Identification

**Chemical name:** Fruit and Vegetable Juice Concentrate

**CAS No.:** NA

### Stability & Storage

**Heat and Light Stability:** Heat and light stability are generally poor. Products colored with this color blend should take care to avoid light and heat exposure where possible. Packaging should be opaque to preserve the color.

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

### Application

1. Beverages, Dry Beverage and Other Food Product Mixes, Dairy
2. Candy and Other Confectionery Products

### Regulatory Status

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

USA Food Additives 21 CFR 73.250, 21 CFR 73.260

### Contents

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

### Suggested Labeling

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

**EU: No E-number**

### Ingredients, Safety, and Hazard



This product contains only food grade ingredients. 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 to exclude incident air. This will minimize exposure to oxygen in the headspace of the container. Refrigerated storage will help to extend the shelf life, but it is not considered necessary.

### Specifications

Appearance: Purple liquid  
Odor: Very weak, characteristic fruity odor  
Color Content: TBD by UV-VIS methodology

<b>Test</b>	<b>Typical Result</b>
TPC	Max 1000 cfu/g
Mold & Yeast	Max 100 cfu/g
Coliforms	Max 3 MPN/g
E. Coli	Negative/1g
Salmonella	Negative/25g

Kosher status                      This product can be kosher-approved.

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