

Press release

Oterra's clean label FruitMax® Purple 105 brings an 'adventurous' purple shade for beverages and candy

HOERSHOLM, Denmark, Oct. 22, 2025 — Oterra, a leading producer of natural colors and color solutions, has launched FruitMax® Purple 105, a clean-label purple shade with superior stability for beverage and confectionery manufacturers.

FruitMax® Purple 105¹ is a blended combination of black carrot and hibiscus concentrates, bringing the best of both raw materials.

"It is flavor neutral and has enviable stability when exposed to heat, light and low pH conditions, and its recognizable ingredients appeal to customers as well," said Phil Cook, Head of Strategic Marketing at Oterra.

FruitMax® Purple 105 is ideal for beverage applications such as carbonates, juice drinks and concentrates/syrups, while in confectionery it performs well in gummies/jellies, hard candy and chewy candy, added Phil. "We see a great use for it in berry-themed beverages and confectionery," he said.

"Black carrot can create a deep, stable purple shade, while the hibiscus is super popular with younger consumers and is well known from its use in teas and other products with a wellness halo, so is great for clean label uses as it is recognizable and is appreciated as a natural product."

It is also a good Kosher-certified alternative to grape skin-based products. FruitMax® Purple 105 is also Halal-certified and suitable for vegetarians.

The color purple

According to a survey by Oterra², Purple is popular with the young and adventurous. Gen Z favored purple more than any other color, while 92% of those who liked purple were open to trying new foods (70% said they were 'Adventurous' or 'Very Adventurous'). Nearly 80% of those surveyed said they found purple foods appealing.

¹ FruitMax® Purple 105 is approved for use in EU and Codex countries and can be labeled in the EU as "Black carrot concentrate. Hibiscus extract" and in CODEX countries as "Black carrot concentrate, and Hibiscus concentrate".

² Source: Oterra proprietary color insights survey 2024

About Oterra

Oterra is the largest provider of naturally sourced colors worldwide. Since our first color launch in 1876, we've utilized the power of nature's true colors and championed that natural is best. We continue to share our unrivalled expertise in colors for food, beverage, dietary supplements and pet food to help manufacturers bring appealing products to consumers around the world. And we continue to empower our partners to meet demand for safe, sustainable and natural food on our journey together towards natural.

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