



Natural Red-purple Colorant From Dragon Fruit

MY159671A



BRIEF TECHNOLOGY

- The product is a natural red-purple colourant from dragon fruit (*Hylocereus polyrhizus*). It is in the form of powder and can be utilized in food, drink, pharmaceutical, nutraceutical and cosmetic applications.
- The powder is odourless, bland in taste and therefore, can be applied in many products.
- The powder has high antioxidant activity and can be prepared in two forms; low and high fibre powders.

MARKET POTENTIAL

In Europe and UK, the shift from artificial to natural colourants for foodstuff is estimated to reach the value of \$247.7 million by 2013 (Frost & Sullivan).

TRL : 5 - Validation in real environment

USEFULNESS & APPLICATION

It can replace artificial colourant that gives pink to red-purple shades.

Most foods contain artificial colourant and some of these colourants have been shown to have toxic effects.

It can be an alternative to the red beet powder.

Sources for natural red-purple pigment are scarce. The only commercially available source is red beet powder. The red beet powder may have an unfavourable earth-like flavour or peatiness and risks of microbial carry-over and nitrate, pesticide and heavy metal contaminations as red beet grows underground while dragon fruits are obtained from trees above ground.

It can also be utilized as a functional food ingredient.

The dragon fruit powder is high in betalain (an antioxidant) and soluble fibre.



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