

Video Gallery

Blue Pacific: Flavor and Color Innovation Trend Tour



Flavor & Color Innovation: Blue Pacific Flavors

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Blue Pacific Flavors

Trend: Flavor & Color Innovation

Product: *hortRealfruit*™ true-to-fruit technology

Commercialized: July 2008



Blue Pacific Flavors (Booth 765) has launched the first-ever natural true-to-fruit flavors derived from a fruit breeding compound database. The unique and proprietary intellectual property platform has enabled the company to create the world's most authentic true-fruit flavor technology branded as *hortRealfruit*™.

hortRealfruit flavors are based on an exclusive partnership with Plant & Food Research NZ (formerly HortResearch), making Blue Pacific the only flavor company with ongoing access to Plant & Food Research's entire database of volatiles and aromas from fruits from all over the world.

hortRealfruit leverages the growing trend of "superfruits" and the continued consumer interest in fruit-derived antioxidants. Also, formulators are combining more exotic fruits with traditional ones, creating new flavor opportunities that could further generate a drive for new fruit-based developments. Some examples of emerging fruit flavors currently offered in the *hortRealfruit* portfolio include cherimoya, feijoa, arguta (also known as kiwiberry), red tamarillo, nashi, and loquat, in addition to traditional flavors like strawberry, peach, raspberry, karaka black, and blueberry.

<http://live.ift.org/2009/06/08/flavor-color-innovation-2/>

