

San-Ei Gen F.F.I. to launch food-colouring products in USA

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Japan's Gardenia (genipin) blue has recently been approved for use as a colour additive exempt from certification by the U.S. Food and Drug Administration (FDA), effective August 29, 2025. Following the approval, San-Ei Gen F.F.I., Inc. will be releasing new food colourant formulations "San-Ei Blue (R) G-BF30 WSP" and "San-Ei Blue (R) G-BFA20 WSP" for processed food products distributed in the U.S.

Gardenia (genipin) blue can be used in processed food products, such as sports drinks, flavoured water (soft drinks other than carbonated beverages), fruit juice beverages, tea drinks, hard candies and soft candies, which are manufactured and sold in the U.S.

The newly released Gardenia (genipin) blue formulations were originally developed by San-Ei Gen F.F.I. and their proprietary technologies are protected by U.S. patents. The products have higher heat and light stability than other naturally derived blue colour components and are characterised by a vivid blue colour. In addition to utilising Gardenia (genipin) blue products alone, they can also be mixed with yellow to exhibit green or with red to make a purple tone. The Gardenia (genipin) blue products can express highly stable blue, green and purple colours that cannot be achieved with a spirulina extract, a conventionally used and naturally derived blue colour.