

Over to you, blue!

In the world of food, blue is having a moment. With consumers eager to experience its mesmerising hues, the colour blue – the colour of magic and wonder, cognition and calm – has taken the food industry by surprise.

Incredibly, the vibrant pigmentation comes from a natural foodstuff called spirulina, a blue-green algae cultivated worldwide. The [Sense Colour Ultimate Blue Spirulina](#) range by Givaudan could not be in a better position to respond to the growing demand for sensory surprise and renewed creativity, as well as wholesome and appealing foods.

Blue has entered the mainstream

Whether you're an InstaFoodie, a wellness warrior or Googling inspiration for a children's party, you won't have missed the trend making waves across social media recently: that of mouth-watering foods, primarily of a blue hue.

From shimmering purple unicorn cupcakes to ombre-blue buddha bowls, blue is having a moment. In 2020, it was named Pantone Colour of the Year, and, perhaps fueled by our extra hours at home – and with more time to experiment in the kitchen – over those same 12 months, blue has entered the mainstream.

Whereas blue food was once associated with lurid experiments or atrocious additives, a sugary shade to stain tongues and teeth, blue is establishing itself as the appealing colour du jour. It has thrown off its artificial associations: blue-hued food is now far more likely to connote cognition and calm and be a signifier of healthful, mind-enhancing properties. Think blueberries and acai, trendy Blue Moon lattes and gorgeous mermaid toast.



Novel, yet natural

Consumers want novelty, but they want it to be natural. They now expect shorter, less off-putting ingredient lists, and many companies are removing synthetic colours or overly-bright repackaging to reflect this natural trend.

Consumer interest in blue foods is backed up by recent reports: there is a growing tendency to seek out exciting foodie experiences, and that means cool new shades. A 2020 Report produced by FMCG Gurus¹ notes that 43 % of customers enjoy 'new and experimental colours' in their food and drink.

However, this need for novelty goes hand-in-hand with a strong desire for products that are natural, healthy and minimally processed. Consumers expect shorter, less off-putting ingredient lists and robust regulation with regards to labelling and processing. Lastly, the 2019 Mintel report 'Eat With Your Eyes'² notes that colour is identified as a key differentiation and purchasing factor, with the added bonus of being eye-catching on social media and a show-stopper when entertaining.

A blue boost from nature

Consumer interest in blue foods from earth, sky and sea, nature offers a surprising array of sources of blue.

Berries, red cabbage, butterfly pea can be used to create unique shades of blue. But with the ever-increasing popularity of colouring foodstuffs, when it comes to blue, one ingredient is stealing the spotlight: [spirulina](#).

Not only does this blue-green micro-algae act as a fantastic source of natural blue food colouring, it also has a neutral taste, is classed as a natural wholefood and superfood, and can be adapted to a range of gorgeous blue and blue-green shades. Plus, with the right expertise, it can be developed using very gentle processing, the way nature intended.

A vibrant highlight of nature's rich colour palette, spirulina shows the amazing power of natural ingredients to brighten our world and create unique food experiences.

- Research conducted by Givaudan has shown that the main trends for the Food & Beverages sector are the switch from artificial to natural ingredients, the switch to Clean Label and an increasing focus on sustainability. As a result, the market for spirulina is expected to continue to grow rapidly over the coming years (~11 % CAGR 2018-2023).

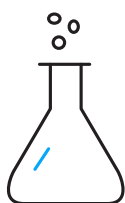
¹ FMCG GURUS: Understanding global consumer attitudes to artificial colors in 2018 - August 2018

² 'Eat With Your Eyes' progresses beyond novelty color, Jenny Zegler - © 2020 Mintel Group Ltd.

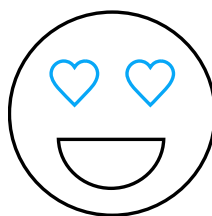
The ultimate spirulina range

Givaudan's Ultimate Spirulina range was developed with consumers' new demands in mind. It builds on the world-leading expertise in specialty plant-based natural ingredients of Naturex, part of Givaudan. The [Sense Colour Ultimate Blue Spirulina](#) range offers a broad palette of blue shades, obtained from spirulina. Extracted through a proprietary process with clean carriers that ensure the highest quality as well as a full range of colour intensity, Ultimate Blue Spirulina is, available in several formats.

It allows chefs to explore a vast spectrum of blue and green variations to entice consumers into a sensory and emotional edible adventure:



Natural blue spirulina can be blended with yellow hues, derived from turmeric, safflower or carrots, to create a range of enticing greens.



This spectrum of shades opens up possibilities for food manufacturers and evokes a wide range of emotions typically associated with this palette – from mauve shades linked to relaxation and sleep, to blue shades hinting at immunity and intellectual performance or green tones for detoxification.



Commingle blue (for mental cognition) and green (for detoxification) further engage the senses for a powerful and authentic experience.



Expand the multi-sensory food experience with Sense Colour

Consumers turn to natural #blue #foods on their quest for delicious, #healthy and #creative foods. Find out how #spirulina has become a major game changer in designing meaningful products that can trigger a rich palette of #emotions. Givaudan goes beyond taste to delight consumers with multi-sensory food experiences, through our **Sense Colour**, **Sense Texture** and **Sense Preservation** offering. Through **Sense Colour**, we can combine your creative force with our innovation and the best of nature to enhance consumers' sensory experiences and create exciting new possibilities. **Ultimate Blue Spirulina** is just the beginning. Contact us to find out more.

Let nature colour your imagination!



Givaudan
Human by nature