



CLEAN LABEL CONFERENCE

## Sophisticated Solutions for Simplified Labels

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# 2013 Technology Snapshot Presentation

## **Purple Sweet Potato Juice Concentrate**

By: Vegetable Juices, Inc.

# Purple Sweet Potato Juice Concentrate

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New Product Development Manager  
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# History



- Purple Sweet Potatoes were native to the Americas, and in same family as the morning glory
- Offers valuable alternative to farmers losing income from decreased tobacco demand in Stokes and surrounding counties
- “Stokes Purple” is a patented hybrid that thrives in Stokes County, North Carolina
- The climate and soil composition produces crops rich in natural purple color and nutrients (anthocyanins, polyphenols, potassium, calcium, iron, etc.)

# pH implications of Anthocyanidins

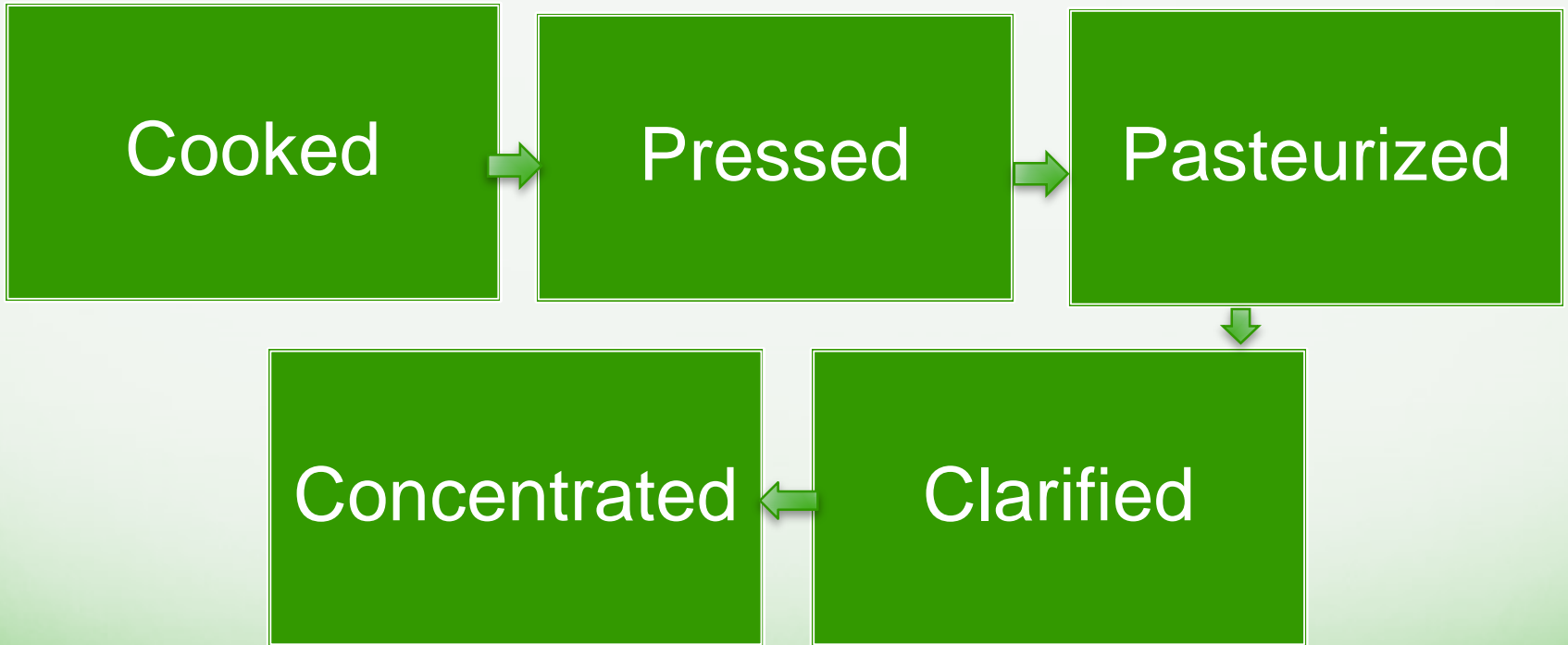
- Red:  $\text{pH} \leq 3$
- Purple:  $\text{pH} 4-5$
- Brownish:  $\text{pH} 6-7$
- Green:  $\text{pH} 7-8$
- Yellow:  $\text{pH} > 8$



# Physiological Functions

- Purple sweet potatoes contain antioxidants that help guard against diseases like cardiovascular disease and cancer
- They boost immunity, are anti-inflammatory, and keep brain, bones and skin healthy
- The antioxidant known as anthocyanin is the purple pigment also found Blueberries, red grapes and red cabbage
- The anthocyanin content in the Purple Sweet Potato Juice is comparable to levels found in Blueberry Juice

# “Natural” Process



# Nutritional Information

## Purple Sweet Potato vs. Conventional Sweet Potato

Analytical	Purple Sweet Potato Juice Concentrate, 60 Brix, Frozen	Sweet Potato Juice Concentrate, 60 Brix, Frozen
Protein	2.27%	2.56%
Calories Calculated	228kcal/100 g	226 kcal/100 g
Carbohydrates, Calculated	53.23%	53.04%
Iron	102.6 mg	29.0 mg
Potassium	1.56%	1.72%
Sodium	0.02%	0.02%
Anthocyanins as Anthocyanidins	0.153% (w/w)	0.0230% (w/w)

# Purple Sweet Potato Juice Concentrate *(Product of USA)*

Non Irradiated, Non Allergen, Kosher and Halal certified

- ***Ingredient statement:***

*Purple Sweet Potato Juice Concentrate, Citric Acid*

- **Analytical:**

*60° Brix, pH: 4.0 and 1.7% TA as Citric Acid*

- **Shelf Life/Storage:**

*24 months/Frozen (-10 to 0°F)*

- **Packaging:**

Pails & Drums





# Conclusions

- Purple Sweet Potato Juice Concentrate is a nutritious Ingredient from a super food that addresses stealth health and intuitive health concerns
- The phytochemical, anthocyanin (purple color) content is heat, freeze- thaw stable, and light stable
- Anthocyanin is stable at pH range of 3 to 4, making the purple sweet potato juice concentrate successful in beverages and other food systems
- Overall, Purple Sweet Potato Juice Concentrate is naturally sweet with rich purple color that offers wholesome, clean label to various applications.

# Thank You!!!



*Address (Centrally located)*

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180,000 Square feet Facility  
Corporate Office, Production, R&D and Culinary