

July 16, 2025

Gardenia (genipin) blue approved for use as a food colorant in the U.S.

Gardenia (genipin) blue has recently been approved for use as a color additives 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. will be releasing new food colorant formulations “San-Ei Blue® G-BF30 WSP” and “San-Ei Blue® G-BFA20 WSP” for processed food products distributed in the United States.



Gardenia (genipin) blue can now be used in processed food products such as sport drinks, flavored water (soft drinks other than carbonated beverages), fruit juice beverages, tea drinks, hard candies, and soft candies, that are manufactured and sold in the United States.





Gardenia (genipin) blue formulations released this time were originally developed by San-Ei Gen F.F.I. and our proprietary technologies are protected by U.S. Patents. Our products have higher heat and light stability than other naturally derived blue color components and are characterized by showing a vivid blue color. In addition to the ability to give color with our gardenia (genipin) blue products alone, they can also be mixed with yellow to exhibit green or with red to make purple color tone. Our gardenia (genipin) blue products can express a highly stable blue, green, and purple colors that could not be achieved with spirulina extract, a conventionally used and naturally derived blue color.

We are looking to promote the sale of our gardenia (genipin) blue products in the U.S. and will continue to put more effort into product development.



Coloring Image for Candy

【Comparison of blue colors】

	Artificial	Natural		
	FD & C Blue No.1	Gardenia (genipin) Blue	Huito Juice Concentrate	Spirulina Extract
Appearance	Very bright	Bright	Dark	Very bright
Heat stability	Stable	Stable	Stable	Very weak
Light stability	Relatively stable	Relatively stable	Relatively stable	Very weak
<u>Artificial color</u> Dosage 0.0004% <u>Natural color</u> Dosage 0.025% (CV 60, E10%)				

【Product Lineup】

Product Name	Color value	Application
San-Ei Blue [®] G-BF30 WSP	300	pH 4.5 - 8.0 Beverage, Candy
San-Ei Blue [®] G-BFA20 WSP	200	pH 2.5 - 8.0 Beverage, Candy

San-Ei Gen F.F.I., Inc.

San-Ei Gen F.F.I., Inc. has a mission to provide all people with healthy life and enjoyment of food through safe and secure food additives. We integrate five research and development areas such as “Flavor”, “Color”, “Texture”, “Taste”, and “Health & Function”, and utilize state-of-the-art technology and sensitivity cultivated over 100 years. We will continue to create new food value and contribute to realize rich dietary culture and sustainable society.

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Business: Manufacturing and distribution of food, food additives, and industrial products

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