



ORGANIC NICARAGUAN RED DRAGON FRUIT PUREE

Brighter color. Lower formula cost.

Nicaraguan dragon fruit can deliver a vivid target color with less dragon fruit (pitaya) puree — and reduce the cost per finished batch.

BASED ON SIDE-BY-SIDE DOSE TESTING. VALIDATE IN YOUR OWN FORMULA.

LOWER INCLUSION RATE TO VALIDATE

HIGH BETACYANIN COLOR IMPACT

LOWER VOLUME OF FROZEN INGREDIENTS PER BATCH

BEVERAGES, SMOOTHIES, SQUEEZE PACKS, YOGURT, ICE CREAM & FROZEN APPLICATIONS

The cheapest ingredient does not always produce the least expensive formula.

Some dragon fruit purees cannot reach the same bright magenta, even at higher usage rates. Where color matters, brands that test lower-color origins often come back to Nicaragua for the stronger red-violet shade.

Less puree

INGREDIENT SAVINGS

Less freight

LOWER FROZEN VOLUME

Freezer footprint

LESS STORAGE PRESSURE

Handling speed

LESS PUREE TO THAW

BENCH VISUAL: INCLUSION RATE COMPARISON



Bench comparison shown for R&D discussion: Vietnam at 100% beside Sol Organica at lower usage rates. Use the visual to set a dose ladder, then validate color, pH, process and storage performance in your own formula.



Do the math per batch.

Sol Organica premium Nicaraguan organic dragon fruit puree may cost more per kilo than puree from Vietnam, but if you use less and the result is a brighter color, it can be more cost effective.



DEEP RED-VIOLET PUREE

Price/kg
SUPPLIER QUOTE

×

Usage rate
VALIDATED FORMULA USE

=

Formula cost
PER FINISHED BATCH

FIND YOUR MINIMUM EFFECTIVE USE RATE

Use less puree and get brighter color.

Sol Organica Nicaraguan red dragon fruit puree is naturally rich in red-violet betacyanins. In the right application, it can deliver a brighter magenta shade at a lower usage rate than a lower-color reference puree.



TRIAL	USAGE RATE	COST-IN-USE QUESTION
Current supplier	100%	Baseline color and formula cost
Sol Organica trial	75%	Is color brighter at lower cost?
Sol Organica trial	65%	Where is the premium offset?
Sol Organica trial	50%	Validate color advantage and cost impact

Product snapshot.

- **Product:** organic dragon fruit (pitaya) puree.
- **Origin:** Nicaragua.
- **Format:** with seeds or seedless, pasteurized or fresh frozen.
- **Best fit:** beverages, smoothies, shots, squeeze packs, yogurt, ice cream and other frozen applications where color sells.
- **Documentation:** COA, specification and certifications available during qualification.



USDA ORGANIC



EU ORGANIC



CERTIFIED B CORP

● REGENERATIVE PRACTICES

ORAC 6.0

38 μ mole TE/gram

3,800

μ mole TE/100g

16

hypochlorite scavenging

17

hydroxyl scavenging

Technical support for R&D discussion: dense red-violet betacyanin profile plus antioxidant markers that may support color stability screening. Do not use this data as finished-product health claims without regulatory review.

4-STEP FORMULA VALIDATION PROGRAM

Prove it in your formula.

1 / TARGET

Define shade, application, pH, Brix, process and storage conditions.

2 / DOSE LADDER

Test current supplier at 100%. Test Sol Organica at 75%, 65%, 50% and 40% of current use.

3 / MEASURE

Compare color intensity, drift, flavor impact, texture and post-storage appearance.

4 / MODEL

Calculate ingredient, freight, frozen storage, handling and cost impact.

Request a sample and run a dose ladder.

Send your current use rate if you want a cost-in-use comparison.

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Savings are not automatic. They depend on your formula, target shade, supplier price, destination, freight, storage and process. Prove use rate first. Model savings second.