

Organic Cranberry Powder



What is Organic Cranberry Powder?

Organic Cranberry Powder and Organic Cranberry Juice Powder are premium functional ingredients sourced from *Vaccinium macrocarpon*—the celebrated North American cranberry. Both products are manufactured using **low-temperature spray-drying** to preserve the delicate bioactive compounds that make cranberry one of the most researched functional fruits in nutraceutical science.

Two Formats — One Source, Different Applications

The page presents **two complementary cranberry powder formats**, each optimized for distinct application requirements:

Organic Cranberry Powder **Whole Fruit** Produced from the entire cranberry fruit, this powder retains the natural dietary fiber matrix of the whole berry. The result is a nutrient-dense ingredient with 49g fiber per 100g, rich in antioxidants, vitamin C, and the full spectrum of cranberry bioactives. Best suited for textured applications, clean-label formulations, and products where the fiber fraction is a functional or sensory benefit.

Organic Cranberry Juice Powder **Juice Concentrate** Produced from concentrated cranberry juice, this powder is engineered for **superior water solubility** and maximum flavor impact in low-dose applications. Free of fiber, it disperses rapidly in both hot and cold liquids, making it the preferred choice for powdered drink mixes, effervescent tablets, clear beverages, and capsule formulations where rapid dissolution is critical.

The Science of Cranberry PACs

The primary bioactive in both formats is **A-type Proanthocyanidins (PACs)**—unique polyphenols responsible for cranberry's most researched health benefit: supporting urinary tract health through anti-adhesion mechanisms that help prevent bacteria from attaching to the urinary tract lining. Unlike synthetic or standardized extracts, both organic powder formats deliver PACs in their natural, whole-food matrix alongside synergistic vitamin C, flavonoids, and anthocyanins.

Key Functional Benefits

- **Urinary Tract Health Support:** A-type PACs with demonstrated anti-adhesion activity against *E. coli*
- **Antioxidant Defense:** Rich in polyphenols, anthocyanins, and vitamin C to neutralize free radicals
- **Immune System Support:** Natural vitamin C content supports immune resilience
- **Natural Color & Flavor:** Brilliant red color and authentic tart-sweet cranberry flavor without artificial additives
- **Clean Label Appeal:** 100% organic, non-GMO, with no artificial colors, flavors, or preservatives

Certifications & Quality

Both products are certified USDA Organic, EU Organic, Non-GMO Project Verified, Kosher, and Halal. Manufactured under ISO22000 and HACCP-compliant conditions with full batch-specific COA available upon request.

PHYSICAL & CHEMICAL PROPERTIES

Dual-Format Specification Table

Parameter	Organic Cranberry Powder	Organic Cranberry Juice Powder
Botanical Name	<i>Vaccinium macrocarpon</i>	<i>Vaccinium macrocarpon</i>
Part Used	Whole fruit	Juice concentrate
Appearance	Fine red powder	Bright red, water-soluble powder
Flavor / Aroma	Natural cranberry flavor and aroma	Natural cranberry flavor and aroma
Processing Method	Low-temperature spray-drying	Low-temperature spray-drying (from juice)
Moisture	≤5.0%	≤5.0%
Solubility	Dispersible in water	Excellent water solubility
Color	Bright red	Bright red
Fiber Content	49g/100g (high)	Minimal (juice only)
PACs Content	Naturally rich	Naturally rich
Vitamin C	Naturally present	Naturally present

Parameter	Organic Cranberry Powder	Organic Cranberry Juice Powder
Packaging	25kg kraft drum or customized	25kg kraft drum or customized
Shelf Life	24 months	24 months
Storage	Cool, dry, dark place; keep sealed	Cool, dry, dark place; keep sealed

Product Grade Options

Product Grade	Key Characteristic	Best For
Cranberry Powder <input type="checkbox"/> Whole Fruit <input type="checkbox"/>	High fiber (49g/100g), whole-food matrix	Energy bars, cereals, textured supplements, fiber-enriched products
Cranberry Juice Powder	Superior solubility, concentrated flavor	Powdered drink mixes, effervescent formulas, clear beverages, capsules
Custom PAC-Standardized	Specific PAC content upon request	Clinical formulations requiring standardized PAC dosing

MICROBIOLOGICAL & CONTAMINANT STANDARDS

Test Item	Specification	Testing Method
Total Plate Count	≤100,000 CFU/g	ISO 4833
Yeast & Mold	≤1,000 CFU/g	ISO 21527
Coliforms	≤100 CFU/g	ISO 4831
E. coli	Negative/g	ISO 16649
Salmonella	Negative/25g	ISO 6579
Lead (Pb)	≤0.5 ppm	ICP-MS
Arsenic (As)	≤0.5 ppm	ICP-MS
Cadmium (Cd)	≤0.3 ppm	ICP-MS
Mercury (Hg)	≤0.1 ppm	ICP-MS
Pesticide Residues	Compliant with EU MRL	LC-MS/MS, GC-MS

Note: Full batch-specific COA available upon request for all test parameters.

CERTIFICATIONS

Certification	Status	Issuing Body
USDA Organic (NOP)	✓ Available	USDA NOP
EU Organic	✓ Available	EU 834/2007
Non-GMO Project	✓ Verified	Non-GMO Project
Vegan	✓ Verified	Self-declaration

Certification	Status	Issuing Body
Gluten-Free	✓ Verified	Third-party lab
Kosher	✓ Certified	Certified agency
Halal	✓ Certified	Certified agency
ISO 22000	✓ Compliant	Bureau Veritas/SGS
HACCP	✓ Compliant	Third-party audit

APPLICATIONS & USAGE GUIDELINES

Primary Application Matrix

Application Category	Form Recommendation	Usage Rate
Dietary Supplements	Juice Powder (capsules/tablets)	200-500mg per serving
Functional Beverages	Juice Powder (water-soluble)	1-3g per serving
Energy & Protein Bars	Whole Fruit Powder (high fiber)	3-10% inclusion
Breakfast Cereals	Whole Fruit Powder	2-5% inclusion
Powdered Drink Mixes	Juice Powder	1-2g per sachet
Cosmetics / Skincare	Either format (antioxidant-rich)	Per manufacturer spec

Formulation Guidelines

Choosing the Right Cranberry Powder Format

Application Need	Recommended Format
High-fiber functional food (bars, cereals)	Cranberry Powder □ Whole Fruit □
Clear or colored beverages	Cranberry Juice Powder
Powdered drink mixes & effervescent tablets	Cranberry Juice Powder
Tablet or capsule supplements	Cranberry Juice Powder
Texture and fiber enrichment	Cranberry Powder □ Whole Fruit □
Maximum PAC content per dose	Cranberry Juice Powder (concentrated)

PAC Standardization & Dosing

- Cranberry PACs' urinary tract health benefits are linked to A-type PAC content
- Standard products are naturally PAC-rich; custom PAC-standardized grades available upon request for large orders
- For clinical or therapeutic applications, consult our sales team to discuss specific PAC standardization requirements

- Typical therapeutic PAC doses range from **36-72mg PAC per day** in clinical studies

Flavor & Color Considerations

- Both formats deliver authentic tart-sweet cranberry flavor with brilliant red color
- Whole Fruit Powder may contribute slight texture in dry applications
- Juice Powder disperses rapidly in liquids without visible particles
- Both suitable for clean-label formulations with no artificial colors or flavors required

Stability Notes

Avoid humid storage conditions to prevent clumping

Stable in original sealed packaging (24 months shelf life)

Protect from heat, moisture, and direct sunlight

Low moisture specification ($\leq 5\%$) supports long-term stability

FAQ

Q: What are the key active compounds in organic cranberry products?

A: The primary active compounds are **A-type Proanthocyanidins (PACs)**—unique polyphenols responsible for cranberry's most researched health benefit: supporting urinary tract health through anti-adhesion mechanisms that help prevent *E. coli* and other bacteria from attaching to the urinary tract lining. Both formats also deliver high levels of **vitamin C**, anthocyanins, and broad-spectrum polyphenols that provide antioxidant and immune support.

Q: What is the difference between Cranberry Powder and Cranberry Juice Powder in industrial applications?

A: The key distinction is **fiber content and solubility**:

Organic Cranberry Powder (Whole Fruit): Contains the full fruit including dietary fiber (49g/100g), making it ideal for applications requiring texture, natural color, and whole-food fiber benefits—energy bars, cereals, fiber-enriched supplements.

Organic Cranberry Juice Powder: Made from juice concentrate only, it offers **superior water solubility**, concentrated flavor in small doses, and is free from fiber—ideal for clear beverages, powdered drink mixes, effervescent tablets, and capsule formulations.

Q: Do you offer cranberry powders with standardized PAC content?

A: While our standard powders are naturally rich in A-type PACs, we can discuss **specific PAC standardization requirements** for large-volume orders. Please contact our sales team to explore custom specifications tailored to your clinical or therapeutic formulation needs.

Q: What is the shelf life and recommended storage for bulk cranberry powder?

A: Under standard conditions—cool, dry, dark place, sealed container, protected from direct sunlight and humidity—both Organic Cranberry Powder and Organic Cranberry Juice Powder have a shelf life of **24 months**. Specific bulk storage recommendations are detailed in order documentation.

Q: Are these products suitable for food, beverage, and nutraceutical applications?

A: Yes. Both Organic Cranberry Powder and Organic Cranberry Juice Powder are **multi-functional ingredients** suitable for the food & beverage industry, nutraceutical sector, and cosmetic industry. Their functional properties, clean-label status, and versatility make them popular across a wide range of applications. The choice of format depends on your specific formulation requirements (see application matrix above).

Q: How much fiber does Organic Cranberry Powder (whole fruit) contain?

A: Organic Cranberry Powder (whole fruit) contains **49g dietary fiber per 100g**—an exceptionally high fiber content that supports digestive health, satiety formulations, and clean-label fiber enrichment in food applications. This makes it particularly valuable for energy bars, breakfast cereals, and fiber supplement formulations.

Q: What is the minimum order quantity and lead time?

A: Standard bulk packaging is **25kg per kraft drum or carton**. Lead time is **10-20 days** from order confirmation. Free samples are available via FedEx, UPS, or EMS for quality evaluation prior to bulk ordering.

Q: Can cranberry powder be used in cosmetic and skincare formulations?

A: Yes. Cranberry is rich in antioxidants, vitamin C, and polyphenols—all highly valued in cosmetic and skincare applications for their free radical-scavenging and skin-brightening properties. Both powder formats are suitable; contact our team to confirm the most appropriate specification and inclusion rate

for your cosmetic formulation.

PACKAGING & STORAGE



Standard Packaging Options

Package Size	Material	Units/Pallet
25 kg	Food-grade kraft drum	40 drums/pallet
25 kg	Food-grade carton	40 cartons/pallet
Custom	Foil bag or consumer-pack format	Upon request

Storage Conditions

Parameter	Specification
Temperature	Cool, dry place (recommended $\leq 25^{\circ}\text{C}$)
Humidity	Low humidity; avoid moisture
Packaging	Airtight, sealed original container
Shelf Life	24 months from production date
Light	Protect from direct sunlight

For more information, please visit our website:

<https://www.organic-way.com/products/organic-cranberry-powder/>