

# Organic Dragon Fruit Powder



## What is Organic Dragon Fruit Powder?

**Organic Dragon Fruit Powder** is made from 100% pure, organically grown whole dragon fruit. We carefully wash, dry, and then gently mill the entire fruit (pulp and tiny edible seeds) into a fine, free-flowing powder. This whole-fruit approach ensures that the powder retains the full spectrum of the dragon fruit's beneficial compounds, including antioxidants (like **betacyanins**), fiber, vitamins, and minerals, along with its characteristic vibrant pink or red color and mild, sweet flavor.

We also offer **Organic Dragon Fruit Juice Powder**, which is produced by pressing the juice from organic dragon fruit, filtering it, and then concentrating and gently drying it into a soluble powder. This form provides a more concentrated source of the active compounds, particularly the brilliant **betacyanin pigments**, with higher solubility and less fiber. It's ideal for applications where vivid color, clarity, and targeted potency are key.

Both **Organic Dragon Fruit Powder** and **Organic Dragon Fruit Juice Powder** are highly valued for dragon fruit's health benefits and aesthetic appeal:

- **Rich in Antioxidants:** Especially **betacyanins**, which contribute to cellular protection and overall wellness.

- **Good Source of Fiber (Whole Powder):** Supports digestive health.
- **Natural Vibrant Color:** Provides an eye-catching, stable pink/red hue, making it an excellent natural food colorant.
- **Mildly Sweet & Refreshing:** Offers a subtle, pleasant taste that complements various formulations.

The organic certification guarantees that the raw materials are cultivated and processed without synthetic pesticides, herbicides, GMOs, or artificial additives, aligning with strict clean-label and natural ingredient standards. Our **Organic Dragon Fruit Powders** offer versatile ways to incorporate this esteemed superfruit into your product lines, appealing to consumers seeking natural support for vitality and visually appealing, healthy options.

## Specifications

Attribute	Organic Dragon Fruit Powder (Whole Fruit)	Organic Dragon Fruit Juice Powder
Latin Name	<i>Hylocereus undatus</i> (often red pitaya variety)	<i>Hylocereus undatus</i> (often red pitaya variety)
Source	100% Organic Whole Dragon Fruit (pulp & seeds)	100% Organic Dragon Fruit Juice Concentrate
Processing	Washing, slicing, drying, milling	Juicing, filtration, concentration, drying
Appearance	Fine, vibrant pink to deep red powder with tiny black specs (seeds)	Fine, vibrant pink to deep red powder
Flavor	Mildly sweet, subtle, characteristic dragon fruit taste	Concentrated sweet, subtle, characteristic dragon fruit taste
Texture	Fine powder, slight texture from seeds	Fine, uniform powder

Attribute	Organic Dragon Fruit Powder (Whole Fruit)	Organic Dragon Fruit Juice Powder
Key Bioactives	Betacyanins, Fiber, Vitamins (C, B), Minerals (Iron, Magnesium)	Concentrated Betacyanins
Moisture Content	Max 6%	Max 5%
Solubility	Low (dispersible due to fiber & seeds)	Good to Excellent (soluble, may have minimal insoluble particles depending on concentration)
pH (1% solution)	4.0-5.0	4.0-5.0
Color Value (Betacyanins)	Natural content (not standardized)	Standardized options available (e.g., specific E value or custom)
Microbiological Purity	Meets international food safety standards	Meets international food safety standards
Heavy Metals	Low levels, compliant with international regulations	Low levels, compliant with international regulations

## Key Features

- **Striking Natural Color:** Both powders provide an eye-catching, stable **vibrant pink to red hue**, serving as an excellent clean-label alternative to artificial food dyes. The juice powder offers especially intense color.
- **Rich in Antioxidants:** High in natural **betacyanins** and other beneficial compounds, helping to combat free radicals and support cellular health.
- **Digestive Support (Whole Powder):** **Organic Dragon Fruit Powder** contains natural dietary fiber, aiding in healthy digestion and gut regularity.
- **Mild, Pleasant Flavor:** Offers a subtle sweetness and refreshing taste that blends well into various formulations without overpowering other flavors.
- **Organic & Clean Label:** Certified organic and non-GMO, free from synthetic pesticides, herbicides, and artificial additives, meeting strict consumer demands for purity and transparency.

- **Versatile Functionality:**

- **Whole Powder:** Ideal for full-spectrum nutrition, texture, and visual appeal in whole-food applications.
- **Juice Powder:** Perfect for beverages, supplements, and where vibrant color and high solubility are paramount.
- **Nutrient Profile:** Contains natural vitamins (like Vitamin C and B vitamins) and minerals (like iron and magnesium).

## Applications

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Our **Organic Dragon Fruit Powders** are incredibly versatile and in-demand ingredients for a multitude of B2B applications across the nutraceutical, functional food, and beverage industries:

### **Organic Dragon Fruit Powder (Whole Fruit) Applications:**

- **Smoothies & Functional Drinks:** Adds vibrant color, whole fruit nutrition, fiber, and subtle flavor to blends and powdered mixes.
- **Baked Goods & Bars:** Incorporated into muffins, cookies, granola bars, and energy bites for natural color, flavor, and fiber enrichment.
- **Cereals & Yogurts:** Used as a natural fruit inclusion in breakfast cereals, oatmeal, and dairy/plant-based yogurts.
- **Snack Foods:** Adds flavor and color to fruit snacks, healthy crackers, and visually appealing savory snacks.
- **Nutraceuticals:** Formulations aiming for whole-food complex supplements.

### **Organic Dragon Fruit Juice Powder Applications:**

- **Functional Beverages:** Essential for functional waters, juice blends, sports drinks, and powdered drink mixes where vibrant natural color and solubility are key.
- **Dietary Supplements:** Ingredient in **antioxidant capsules, tablets, and powders**, valued for its betacyanin content.
- **Confectionery:** Natural colorant and flavor in gummies, candies, and fruit chews, especially those with an exotic appeal.
- **Desserts & Frozen Treats:** Adds brilliant color and subtle sweetness to ice creams, sorbets, puddings, and plant-based desserts.

- **Beauty-from-Within Products:** Due to its antioxidant profile and vibrant color, it's gaining traction in beauty-focused functional foods and supplements.

## Why Choose Our Organic Dragon Fruit Powders?

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Partnering with us for your **Organic Dragon Fruit Powder** needs ensures a premium, high-demand ingredient that addresses critical market trends and consumer preferences:

- **Unique Exotic Appeal:** Differentiate your products with the captivating color and unique superfood status of organic dragon fruit.
- **Dual Product Offering:** Choose between whole fruit power (for fiber and broad nutrition) or concentrated juice extract (for intense color and high solubility) to perfectly match your product's needs.
- **Guaranteed Organic Certification:** Both products adhere to stringent organic standards, vital for your clean-label and premium product lines.
- **Superior Quality & Purity:** Our meticulous sourcing and production processes ensure reliable, pure, and safe products batch after batch, meeting rigorous international food safety standards.
- **Robust & Scalable Supply Chain:** As a dedicated B2B supplier, we offer dependable sourcing and the capacity to meet your production demands, from small to bulk orders, efficiently and consistently.
- **Comprehensive Technical Support:** Our team provides detailed data sheets, Certificates of Analysis (CoAs), and expert guidance to support your product development, labeling, and regulatory compliance needs.

## FAQs

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### Q: What gives dragon fruit powder its vibrant color?

A: The brilliant pink to red color in dragon fruit is primarily due to natural pigments called **betacyanins**. These are powerful antioxidants that remain stable during processing, making it an excellent natural food colorant.

### Q: How do the two dragon fruit powders differ in terms of solubility and application?

A: **Organic Dragon Fruit Powder** (whole fruit) is less soluble due to its fiber and tiny seeds, making it ideal for applications where dispersion and whole-food inclusion are desired (e.g., smoothies, baked goods). **Organic Dragon Fruit Juice Powder** is significantly more soluble, perfect for clear beverages, liquid supplements, and applications where a smooth texture and intense color without particulate matter are needed.

### **Q: What's the typical shelf life and recommended storage for bulk quantities?**

A: Both our **Organic Dragon Fruit Powder** and **Organic Dragon Fruit Juice Powder** typically have a shelf life of **24 months** from the manufacturing date when stored in a cool, dry place (below 75°F / 24°C), away from direct sunlight and moisture, in their original sealed, airtight packaging. Proper sealing is crucial to prevent moisture absorption and maintain quality.

### **Q: Are your Organic Dragon Fruit Powders free from added sugars or artificial ingredients?**

A: Yes, as certified organic products, both our **Organic Dragon Fruit Powder** and **Organic Dragon Fruit Juice Powder** are processed without any added sugars, artificial sweeteners, colors, flavors, or preservatives, ensuring a truly clean-label ingredient.

### **Q: What are the main health benefits of using dragon fruit powder in products?**

A: The main health benefits include its high **antioxidant** content (from betacyanins), potential **digestive health** support (due to fiber in the whole powder), and its contribution to overall wellness as a **nutrient-dense** superfood.

## **Packing**

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Want to learn more about this product or have any questions?

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