

Vietnamese Purple Passion Fruit Industry Guide



iTi Tropicals introduces Vietnamese Purple Passion Fruit from Quicornac. The availability of purple passion fruit diversifies and expands iTi Tropicals' supply of passion fruit juice and juice concentrate.

What's Possible with Purple Passion Fruit?

From Sweet...



Ice creams, sorbets and frozen novelties



Cake frostings, fillings, jams, and glazes



Cocktails, mocktails and brews

To Savory...



Sauces and marinades



Condiments, salad dressings, and salsas



Soups

Anything is Possible with Purple Passion Fruit.

What does it look like?

Purple passion fruit is small in size and has a deep red/purple skin. The pulp and the juice extracted from the fruit is orange.



What does it taste like?

Passionfruit has a rich, tropical flavor that is both tart and sweet. iTi's passion fruit juices and purees are produced with passion fruit at peak ripeness, which helps to achieve that perfect balance of sweet and tart.



How is it similar to yellow passion fruit?

Purple and yellow passion fruit are similar in that they both have the same orange colored pulp and juice.



How does it differ from yellow passion fruit?

Purple passion fruit differs from its yellow passion fruit counterpart in that purple passion fruit tends to be smaller in size and a little bit sweeter than yellow passion fruit.



Request a sample of iTi Tropicals' purple passion fruit juice or juice concentrate today and bring consumers a product with an irresistible exotic taste!

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