

Purple sweet potato

(Ipomoea batatas) – Convolvulaceae



Ipomoea batatas (also known as sweet potato) is a dicotyledonous crop which originated from Latin America, and is now cultivated worldwide. Sweet potato is rich in carbohydrates, fibre and vitamin A, as well as vitamin C, B2, B6 and E. It is also a good source of potassium, copper, manganese, iron and is known to be a fantastic source of carotenoids (which can act as a precursor to vitamin A).

Features	Product value
Stable natural colour source Rich in anthocyanins that provide source of highly-stable natural colouring with health-giving potential; <ul style="list-style-type: none">• Eye-health• Cardiovascular• Bowel health• Weight management	<ul style="list-style-type: none">• Replacement of synthetic purple- hue colors• Clean and clear natural labelling• "Good for you" positioning
Resistant starch for gut health Resistance starch has prebiotic functionality – associated with reduced glycemic response, lowered blood cholesterol and production of fatty acids that support gut flora. After processing shown to function as a Probiotic.	<ul style="list-style-type: none">• Overall gut health positioning• Pre and probiotic capabilities
Anti-Oxidant for health and wellness Anthocyanins are usually present as acylglucosides and are known to be potent antioxidants which allows them to reduce the damage caused by reactive oxygen species – wide variety of health giving benefits for consumers.	<ul style="list-style-type: none">• A new "superfood"• "Good for you" positioning

Why Beotanics' variety?

Grown Close to Market

Beotanics' Purple Sweet Potato crops are grown and processed in optimum local climates ensuring sustainable production with reduced carbon footprint.

Secure Supply Model

Beotanics work with customers on a contract basis to plan the growth of the required volumes of the varieties that are specific to our customers' needs.

Superior Ingredient Yield

Beotanics protected varieties of Purple Sweet Potato are superior in crop yield and levels of Anthocyanins and Pigment.

Did you know?

Purple sweet potato has an estimated 50% more anti-oxidant power than blueberries.

Ingredient applications



Rich in carbohydrates, fibre and vitamin A, as well as vitamin C, B2, B6 and E. A good source of potassium, copper, manganese, iron and is known to be an abundant source of carotenoids – a vitamin A precursor.

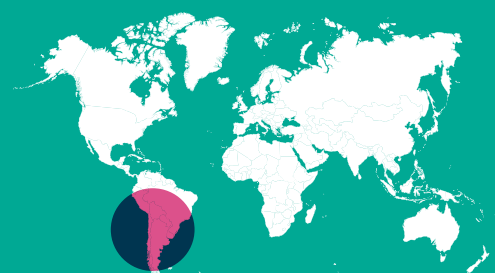


Sweet potato extracts have been shown to exhibit antibacterial and antifungal activities, glycaemic control functions, and carotenoids have been shown to exhibit antioxidant activity.



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Sweet potato was domesticated in Latin America 5,000 years ago and is now cultivated worldwide. Purple Sweet Potato was recorded as being cultivated on the Japanese Island of Okinawa in the 1600s.



BEOTANICS

healthy plant-based ingredients

Rediscovering the value of plant based ingredients

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