



**SHELF LIFE:
FORAGING
FOR BLUE
RASPBERRIES
IN THE
TIME OF
QUARANTINE**

ARE BLUE RASPBERRIES REAL, THOUGH?

Yes, but they're wild, gnarly little berries ("white bark raspberries") that are not electric blue and saccharine sweet. Instead, they ripen to something that is tart in taste and closer in appearance to a blackberry.

That didn't stop the food industry from creating the frankenfruit that stains your tongue. Due to readily available Brilliant Blue (FD&C Blue #1 Lake) and cheaply produced chemical esters for flavor, Blue Raspberry was born.

Food scientists knew the flavor was all wrong, but the color was so appealing that consumers didn't care. As long as the product was "close enough" to raspberry, people were happy.



**NATURALLY-
OCCURRING BLUE
FOODS ARE
REALLY RARE.
BLUE
ANTHOCYANINS
ARE CHEMICALLY
UNSTABLE, SO
THEY ARE
USUALLY
DOMINATED BY
OTHER COLORS.**

Blue raspberry as we know it only exists because the FDA needed a way to get out of the hot water they had found themselves in with FD&C Red no. 2.

Five years after the initial public outcry following Russian experiments that demonstrated the carcinogenic effect of amaranth, the main compound found in the food additive, the FDA caved and banned the dye in 1976.

Raspberry had never gained the steady footing that cherry, strawberry, and watermelon had. Its lukewarm popularity in combination with several red dyes being outlawed created the perfect storm for a bastard flavor.



**BLUE RASPBERRY
IS A COMBINATION* OF:
BANANA
PINEAPPLE
CHERRY**

***CONTAINS 0% RASPBERRY**



**FOR A WHILE, THE
PR SHITSTORM
SURROUNDING THE
COLOR RED WAS
SO INTENSE THAT
MANY CANDY
COMPANIES STOPPED
USING THE HUE
ALTOGETHER, EVEN
IF THE DYES WERE
SAFE.**