

What is Pandan ?

Discover Asia's new Vanilla

Pandan: Asia's Vanilla, Ready for Your Next Food Innovation

Some ingredients deserve a place in every innovation pipeline. Pandan (*Pandanus Amaryllifolius*) is one of them.

Often called "Asia's vanilla," pandan has been a cornerstone of Southeast Asian cuisine for generations. Today, it's inspiring food manufacturers around the world with its naturally vibrant green colour and its distinctive aromatic profile, blending delicate notes of vanilla, toasted rice and fresh herbs. As consumers continue to seek authentic flavours and clean label ingredients, pandan is becoming a natural choice for the next wave of food innovation.

Naturally Aligned with the Wellness Movement

Modern consumers expect products that deliver more than great taste—they're looking for natural ingredients that support a balanced, mindful lifestyle. Traditionally valued across Southeast Asia, pandan is naturally rich in fibre, iron and vitamin A, while also containing compounds associated with antioxidant, anti-inflammatory and antibacterial properties. Combined with its chlorophyll-derived green colour and authentic origin, pandan is an inspiring ingredient for brands developing wellness-oriented products without compromising on flavour or visual appeal.

At ORIGINE, we've elevated this iconic ingredient into our premium Python Pandan Extract Powder. Made from carefully selected pandan leaves, it preserves the plant's authentic flavour and naturally vibrant colour while offering a convenient, easy-to-use powder for modern food manufacturing. Our extract is 100% natural, free from artificial colourants and preservatives, fully soluble in both water and fat, and developed with quality, traceability and sustainability at its core.

Whether you're developing bakery products, desserts, beverages, dairy alternatives or confectionery, pandan offers a simple way to create products that stand out—both visually and in flavour. Its unique sensory profile brings a distinctive signature to both traditional recipes and modern formulations, opening new possibilities for creative, clean label product development.

As demand for authentic, naturally functional ingredients continues to grow, pandan is proving to be much more than an emerging trend—it's becoming an essential ingredient for brands looking to combine innovation, wellness and exceptional sensory experiences.

Looking to add something unexpected to your next formulation? Let's explore what pandan can bring to your portfolio.