

What is Ube ?

Discover the Purple Tuber Everyone's Talking About

Some ingredients don't just follow trends—they help shape them. Ube (*Dioscorea alata*) is one of them.

Native to Southeast Asia, this vibrant purple tuber is winning over food innovators with its naturally striking color, subtle notes of vanilla, coconut and white chocolate, and impressive nutritional profile. Rich in anthocyanin, fibre and resistant starch, ube brings together visual appeal, functionality and clean label potential.

Naturally Aligned with the Wellness Movement.

Today's consumers are looking for foods that do more than taste good—they want natural ingredients that fit a healthier, more mindful lifestyle. Ube answers this demand with a unique combination of indulgence and nutrition. Naturally rich in anthocyanins, the antioxidants responsible for its vibrant purple color, as well as fibre, and resistant starch, ube is an ideal ingredient for wellness-inspired food and beverage concepts. It allows brands to create products that feel both nourishing and authentic, while embracing the growing demand for clean label solutions.

At ORIGINE, we've elevated this remarkable ingredient into our premium Penyu Ube Extract Powder, preserving everything that makes ube unique while making it even easier to formulate with. Our extract is 100% natural, free from artificial colorants and preservatives, fully soluble in both water and fat, and designed for seamless integration into a wide range of applications. Carefully developed with quality, traceability and sustainability at its core, it helps food manufacturers innovate with confidence.

From bakery and dairy alternatives to beverages, desserts, confectionery and even savoury creations, ube opens the door to products that are as distinctive as they are delicious. Whether you're looking to replace artificial colours, create eye-catching limited editions or develop the next generation of wellness-focused products, ube offers an exciting playground for innovation.

As consumer demand continues to grow for natural, functional and visually engaging ingredients, ube is proving it's much more than a trend—it's becoming a true innovation platform for modern food development.

Curious about what this purple powerhouse can do for your next innovation? We'd love to explore the possibilities together.