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IFT 2013 Review: Hibiscus

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Teawolf (Pine Brook, NJ) has only been in business since 2008, but the botanical specialist is already gaining notice as a leading [hibiscus supplier](#) [5]. The red flowering plant was a focus of Teawolf's promotions at July's IFT Food Expo in Chicago.

Hibiscus can impart tart flavor and rich red color to a variety of products, especially beverages. But it can also serve as an acidulant, replacing less clean-label ingredients such as citric acid. These multiple uses for hibiscus make its premium price worth considering.

Sourced from Western Africa, Teawolf's hibiscus ingredients are available in liquid and powder form, and they can be used for teas, ice creams, drink mixes, dietary supplements, and numerous other products. Each form is kosher, and organic and fair trade certifications are available.



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