



**PRODUCT  
SPECIFICATION**

*Taking nature's best and making it better*

**PURPLE PLUM JUICE CONCENTRATE  
70° BRIX**

Brix:	70° +/- 1° Brix
pH:	3.2 - 4.0
Titrateable Acidity:	0.80 – 1.3% wt/vol as malic at 14.3° 3.7 - 6.0% wt/wt as malic at 70°
Clarity:	80% minimum T at 625nm at 14.3° (1:15 dilution)
Color:	.12 minimum abs @ 520 nm at 14.3° (1:19 dilution)
Color Ratio:	1.2 minimum (520/430nm)
Flavor:	Good Plum Flavor, free from off flavors.
Microbiological:	
Total Plate Count:	2000 organisms per ml, max.
Ingredient Listing:	Purple Plum Juice Concentrate

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