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## everything I can find about Jeni's Colors Collection 2015

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It was Los Feliz, summer of 2015. I'm in line at the newly opened Jeni's on Hillhurst. The Colors Collection was six flavors engineered to taste like a color. Not look like one. TASTE like one.

Ultramarine Blue.

Ombre Brûlée.

Cadmium Yellow.

Garance Vert Clair.

Persian Orange.

Noir d'Ivoire.

It was my first time trying Jeni's and it blew my mind. Then the whole listeria thing happened and Jeni's hasn't been cool since. I think about this collection constantly and nobody ever talks about it.

Apparently the concept came from a Matisse exhibit. Jeni Britton Bauer saw the Cut-Outs at MoMA and started wondering what each color would taste like. She went back to her test kitchen and spent 12 weeks on it, starting with 20 flavors and getting it down to six.

The flavors were built from pulverized fruits, essential oils, lemongrass, Douglas fir ("a blue-green pine with a resinous flavor"), and Peru Balsam resin ("almost like a vanilla pipe smoke"). Each pint came with a little book about flavor and color. The whole point was that your interpretation of what a color tastes like might be totally different from someone else's.

JENI, MA'AM, BRING IT BACK!!!





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