The name comes from their extraordinary crimson red flesh. The color of the blood orange is due to a pigment called anthocyanin, not usually present in citrus but common in other red fruits and flowers. This beautiful fruit is also one of the sweetest in the citrus family. Blood oranges are juicy, sweet and slightly less acidic than regular oranges. They have a distinctive flavor, which hints of raspberry in addition to the rich orange flavor. Good source of vitamin C and fiber. Christopher Columbus brought the first orange seeds and seedlings to the New World on his second voyage in 1493. The blood orange is very popular in Italy.