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PRESS RELEASE

Ube, bubble tea, and beyond: GNT to bring trends to life at Fi Europe with plant-based EXBERRY® colors

GNT will demonstrate how its plant-based EXBERRY® colors can help manufacturers tap into the latest food, drink, and food service trends at Fi Europe 2026 (17-19 November, Frankfurt, Germany).

Based at Hall 3.0, Stand F50, GNT will present a variety of concepts that show how manufacturers can develop cutting-edge products using colors made from non-GMO fruits, vegetables, and plants.

Examples will include purple EXBERRY® concepts that tap into the growing ube trend as well as colorful bubble teas, which will be available to sample at selected times throughout the show.

GNT will also present a food service menu including burgers, soft drinks, milkshakes, baked goods, and snacks. These eye-catching concepts highlight how natural color can help food service suppliers and operators create visually impactful menu items that stand out both in-store and on social media.

Sabrina Moers, Marketing Communication Coordinator at GNT Group, said: "Color is one of the most important tools for helping food and drink create attention-grabbing and memorable consumer experiences. At Fi Europe, we're looking forward to showing manufacturers first-hand how they can develop exciting new products using our plant-based EXBERRY® colors."

EXBERRY® colors are available in a complete spectrum of shades and can be used successfully in almost any food and beverage product.

GNT's experts will be available throughout the event to discuss the latest industry trends and how EXBERRY® can be used to meet individual project requirements.

Sabrina Moers added: "In today's market, manufacturers need color partners that understand emerging market trends as well as the science of delivering vibrant, stable natural shades. We have almost 50 years' experience working with plant-based colors and know how to deliver on-trend solutions that resonate with modern consumers."

For more information about EXBERRY®, visit: www.exberry.com

GROWING COLORS



END

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About EXBERRY®

EXBERRY® is a leading global brand of plant-based, sustainable colors for food and drink. The EXBERRY® portfolio includes a complete spectrum of shades created from non-GMO fruit, vegetables, and plants. They are available in a wide range of formats and suitable for almost any application, including confectionery, dairy, bakery, soft and alcoholic beverages, cereals, snacks, sauces, savory, and plant-based meat, seafood, and dairy. EXBERRY® colors are trusted by many of the world's leading food and beverage manufacturers for their vibrancy, versatility, stability, ease of use, and strong sustainability credentials.

About GNT Group

Founded in 1978, GNT is a family-owned company pioneering in the creation of plant-based, sustainable ingredients. It is headquartered in Mierlo, The Netherlands, with additional offices in Europe, North America, Asia, and the Middle East. GNT's family ownership provides stability and long-term commitment, enabling it to make strategic decisions to futureproof supplies. These include ambitious sustainability commitments to ensure the quality and availability of raw materials over the long term. Customer service is a key focus. The company provides full support throughout every stage of the product development process, including concept innovation, color selection and matching, stability testing, upscaling, regulatory matters, and quality documentation.