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PRESS RELEASE

New carrot-based EXBERRY® powder delivers brilliant yellows with a long shelf life

GNT Group has extended its range of yellow EXBERRY® Coloring Foods with a new powder made from carrots.

Available worldwide in addition to the existing liquid format, the EXBERRY® Shade Yellow – Cloudy Powder enables manufacturers to deliver a brilliant yellow color shade in a wider range of applications.

The powder is ideal for bakery applications as well as dry mixes including custard, brioches and biscuits.

Both the liquid and powder formats are made from carrots grown by GNT's farmers and are manufactured without chemical solvents. As such, they ensure high levels of consumer acceptance and can provide a perfect replacement for colorants such as carotenes.

The EXBERRY® Shade Yellow – Cloudy Powder is pH independent and provides good light and heat stability, along with a 12-month shelf life at <25°C.

Sonja Scheffler, Product Manager at GNT, said: "Building on the huge popularity of our carrot-based liquid yellows, this new powder opens up even more possibilities for manufacturers. Extensive testing has shown it performs extremely well across a wide range of applications, with great stability and a long shelf life."

Based on the principle of coloring food with food, EXBERRY® products are made from fruits, vegetables and edible plants using gentle, physical processes such as pressing, chopping, filtering and concentrating.

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For more information, contact:

Richard Clarke, Ingredient Communications

richard@ingredientcommunications.com | +44 7766 256176

About EXBERRY®

EXBERRY® is the global market leader in Coloring Foods. The brand is synonymous with high performance color solutions based on the most natural concept of coloring food with food. EXBERRY® concentrates are manufactured from fruit, vegetables and edible plants using only gentle physical methods such as chopping, boiling and filtering. The brand provides the widest range on the market, comprising more than 400 shades. It is suitable for practically all food and drink, including confectionery, dairy and bakery products, soft and alcoholic beverages and savory applications. The concentrates are valued worldwide for their ease of use, brilliance, performance and the complete vertical integration of the supply chain, which ensures full traceability, price and stock stability. In applying EXBERRY® products, manufacturers are assured to receive highly professional support ranging from strategic product development to production integration and regulatory advice. EXBERRY® is the favored color solution used by more than 1,900 food and beverage companies including the leading food and beverage producers in the world.

About GNT

The GNT Group is a family-owned company pioneering in the creation of specialized, future-proof products from only natural ingredients. It is internationally renowned for its EXBERRY® portfolio, the leading global brand in Coloring Foods. Founded in 1978, the company offers unparalleled agricultural competence and process-engineering expertise in delivering solutions from fruit, vegetables and edible plants. GNT is headquartered in Mierlo, The Netherlands, and has global reach with customers in 75 countries and offices in North and South America, Asia, Europe and the Middle East.