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PRESS RELEASE

GNT Ventures seeks cooperations with start-ups to shape tomorrow's color innovations

EXBERRY[®] color supplier GNT has officially launched an independent investment firm to accelerate innovation and boost sustainability at every stage of the value chain.

GNT Ventures was created to invest in start-up companies that have the potential to help pioneer new and improved plant-based coloring solutions. Its focus is on four key areas: raw materials and fermentation, processing, food ingredients, and upcycling.

It is part of GNT's long-term strategy to reshape the plant-based color landscape with innovative new products that can drive a healthier future for the people and the planet.

GNT Ventures has already executed some investments, including the recently announced [partnership with Plume Biotechnology](#) to create new plant-based EXBERRY[®] color solutions using unique fermentation technologies. The firm is now aiming to significantly step up its investment activity and is actively seeking out new collaborations with further start-ups worldwide.

Finn Rieken, Managing Director of GNT Ventures, said: "We're looking to build mutually beneficial relationships with start-ups that dare to dream big and have the drive to shape tomorrow's planet. We can provide financial, technical, commercial, and regulatory support, using our expertise to not only help bring bold new visions to life but successfully market them worldwide."

GNT Ventures is seeking to collaborate with start-ups by providing them with the tools they need to bring cutting-edge ideas to life. It can provide comprehensive financial support, whether by leading the financing as a sole investor or helping to share the load as co-leads. It is primarily focused on pre-seed to series A funding, with a maximum ticket size of €1 million.

GNT Ventures also has a state-of-the-art food grade pilot plant to test and optimize processes. It can offer research and development know-how as well as processing expertise to help new businesses develop their ideas more quickly and effectively.

In addition, GNT Ventures can deliver comprehensive commercial support. This includes ensuring innovations reach a wide range of customers within the food and beverage industry as well as connecting start-ups with partners across the entire value chain. It also offers guidance on regulatory compliance and IP.

Dr. Kai Reineke, Technical Lead at GNT Ventures, said: “We aim to establish synergistic partnerships with innovative start-ups that aspire to achieve significant breakthroughs. Leveraging our extensive technical expertise, we provide comprehensive support to facilitate the realization of ambitious projects and ensure their success.”

GNT was founded in 1978 with a vision to pioneer truly natural colors from fruit, vegetables, and plants. It remains an independent, family-owned business with a commitment to creating plant-based, sustainable ingredients.

Frederik Hoeck, GNT Group’s Managing Director, said: “GNT is now firmly established as a global leader in natural colors, but we know what it’s like to be a small company and grow. We started from humble beginnings and fully understand the challenges involved and how hard it can be to overcome them. We want to help start-ups find their own successful paths so that we can reshape tomorrow’s planet together.”

For more information about GNT Ventures, visit: www.gntventures.com

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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 and investments in long-term stockholding. The company supports its customers throughout every stage of the product development process, including concept innovation, color selection and matching, stability testing, upscaling, regulatory matters, and quality documentation.