

PRESS RELEASE**GNT Showcases Clean-Label Harvest Bark Concepts with EXBERRY® Colors at SupplySide Global**

Dallas, NC – October 9, 2025 – As demand for clean labels rises, GNT will highlight how its EXBERRY® plant-based colors empower manufacturers to replace synthetic dyes at SupplySide Global (27–30 October, Las Vegas).

The company will be presenting Harvest Bark concepts that showcase how indulgent treats can be made better-for-you while delivering bold visual appeal.

Made from non-GMO fruits, vegetables, and plants, EXBERRY® colors provide a full spectrum of bright, consumer-friendly shades while keeping ingredient lists simple. At booth #2452, visitors can sample three Harvest Bark concepts that pair a buttery cookie base with wholesome inclusions such as oats, quinoa, flaxseed, and chia.

- **Blackcurrent Bark** – Tart blackcurrent powder and EXBERRY® Shade Brilliant Pink create a bold flavor profile and a rich, natural purple hue.
- **Curried Squash Bark** – Butternut squash and pumpkin powder with warming spices create subtly sweet, lightly spiced notes, colored with EXBERRY® Shade Brilliant Orange.
- **Sweet Corn & Coconut Bark** – Naturally sweet and nutty, colored with EXBERRY® Shade Bright Yellow for a golden glow.

Because they are created from recognizable raw materials, EXBERRY® colors can be labeled in consumer-friendly ways such as “vegetable juice (for color)” under U.S. FDA regulations.

“Consumers today expect more from the products they choose,” Jeannette O’Brien, VP of Sales and Marketing at GNT USA, said. “They want snacks that taste delicious, are made with clean, natural ingredients, and deliver multiple benefits. Our Harvest Bark concepts do just that — showcasing how EXBERRY® colors bring innovation to better-for-you treats and support brands in meeting evolving consumer expectations.”

GNT’s experts will be available throughout the event to discuss how EXBERRY® colors can be tailored to meet application requirements across categories including snacks, beverages, bakery, dairy, nutraceuticals, and more.

For more information on SupplySide Global, visit: www.supplysideglobal.com

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For more information, contact:

GROWING COLORS



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About EXBERRY® by GNT

EXBERRY® is the leading brand of natural coloring solutions for the food and beverage industry, derived from fruits, vegetables, and edible plants. With a commitment to sustainability and innovation, EXBERRY® empowers brands worldwide to offer products that attract visually, engage emotionally, and satisfy ecologically. We partner with forward thinking brands who are leading with color.