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PRESS RELEASE

New EXBERRY® reds offer greater intensity at lower dosages and contain no added sugar

GNT Group has developed a new and improved range of EXBERRY® liquid and powdered red Coloring Foods that are free of added sugar. They offer higher color intensities and contain just two raw materials, helping food and beverage manufacturers achieve shorter, cleaner ingredient lists.

Available globally, the new reds deliver colors that are 50% more intense, which means they can be used in lower dosages to achieve the same effect, resulting in reduced cost-in-use. All are natural and derived from fruits and vegetables grown by GNT's select group of dedicated farmers.

The new EXBERRY® reds range includes shades such as "Vivid Red", "Purple Plum", "Veggie Red" and "Brilliant Pink", made from fruits and vegetables including carrots, blackcurrants, radishes, blueberries and sweet potatoes. All are suitable for vegetarians and vegans, Kosher parve approved and Halal compliant.

Sonja Scheffler, Product Manager at GNT, said: "These improved powdered and liquid reds highlight how we are always looking to evolve our EXBERRY® Coloring Foods portfolio to deliver optimized appearance and performance at a lower cost without sacrificing quality."

EXBERRY® Coloring Foods are coloring ingredients obtained from fruits, vegetables using gentle, physical processes such as pressing, chopping, filtering and concentrating. The products retain the characteristic properties of the source material and the concentrates are not selectively extracted. Consequently, they are not classed as food additives but foods with coloring properties and, therefore, qualify for cleaner and clearer labelling declarations. Made with GNT's own innovative processes, they can impart almost any color shade to foods and beverages and are ideally suited for industrial use.

To ensure the highest level of quality and year-round availability, GNT controls the entire EXBERRY® supply chain, with cultivation and harvesting monitored by GNT's agricultural engineers.

ENDS

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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 1,400 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. 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.

Important information for food & beverage manufacturers in the USA:

- EXBERRY® Coloring Foods are produced from fruit and vegetable concentrates. According to US Food & Drug Administration (FDA) regulations, any amount of sugar in fruit or vegetable concentrates above that normally found in an equivalent volume of 100% juice must be labelled as added sugar.
- While EXBERRY® Coloring Foods are derived from fruit and vegetables, in the USA all color ingredients are classified as food additives, regardless of their original source.
- Always check local regulations before making labelling claims, or contact GNT for further information tailored to your requirements.