

11 May 2023

PRESS RELEASE

EXBERRY® by GNT unveils oil-dispersible yellow concentrate made from turmeric

GNT has launched a turmeric-based EXBERRY® OD concentrate that enables manufacturers to achieve vibrant yellow shades in fat-based applications.

Created according to the principle of coloring food with food, EXBERRY® Shade Bright Yellow – OD is an oil-dispersible liquid made using traditional, physical processing methods. It is suitable for use throughout much of the world and qualifies for cleaner and clearer label declarations, such as “Coloring Food (concentrate of turmeric)” in the European Union, United Kingdom, and China or “turmeric (color)” in the United States.

The liquid is produced by dispersing small turmeric-based powder particles – created through a unique multi-stage milling process – in sunflower oil. This allows it to deliver bright, homogenous yellow shades in a broad range of applications including compound coatings, ice cream coatings, fat compounds for chocolate decorations, and seasoning mixes for savory snacks.

GNT’s Sonja Scheffler, Head of Product Management, said: “Our EXBERRY® OD colors provide outstanding visual intensity in some of the most challenging applications and EXBERRY® Shade Bright Yellow – OD is an exciting new addition to the range. Turmeric is a well-known, on-trend ingredient that is approved for use in most countries worldwide and provides wonderfully vibrant yellow hues. The new product is pumpable for low-water applications, too, making it easy to handle.”

The EXBERRY® OD range also contains red, pink, orange, blue, and green shades as well as a safflower-based yellow. Like all EXBERRY® Coloring Foods, they are plant-based concentrates made from edible fruits, vegetables, and plants without the use of chemical solvents. This means they can be consumed by the spoonful and are considered to be food ingredients rather than additives under EU regulations.

GNT also has a vertically integrated supply chain to ensure product quality and year-round availability, with cultivation and harvesting monitored by the company’s agricultural engineers.

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

END

For more information, contact:

Robin Hackett, Ingredient Communications

robin@ingredientcommunications.com | +44 7507 277733

About EXBERRY®

EXBERRY® is the global market leader in Coloring Foods – plant-based concentrates manufactured from edible fruit, vegetables, and plants using only gentle physical methods such as chopping, boiling, and filtering. EXBERRY® is synonymous with high-performance color solutions based on the most natural concept of coloring food with food. 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. The vertical supply chain provides benefits including full traceability as well as price and stock stability. GNT is committed to driving industry standards higher by ensuring EXBERRY® Coloring Foods deliver on cost-in-use, performance, naturalness, and sustainability. 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 2,000 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 combined with first-rate process-engineering expertise. GNT delivers a full range of color concentrates sourced exclusively from edible fruits, vegetables, and plants. Sustainability is a key priority for GNT and the company has set a series of ambitious targets for 2030 to optimize its environmental and social impacts. The company 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.