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## PRESS RELEASE

### **From blue to brown and beyond: GNT to present plant-based EXBERRY® shades at Drinktec 2025**

GNT will demonstrate the versatility of its plant-based EXBERRY® colors with a range of eye-catching beverages at Drinktec 2025 (September 15-19, Munich, Germany).

EXBERRY® colors are made from non-GMO fruits, vegetables, and plants. They can be used to achieve a complete spectrum of vibrant shades in food and drink while meeting consumer preferences for natural ingredient lists.

At Drinktec, GNT (Hall C3, Stand C3-522) will present concepts such as energy drinks, beer-based beverages, and ciders in a variety of shades including refreshing blues, sunny oranges, and rich browns.

GNT has developed a patented Blue for Beverages technology that enables manufacturers to replace the synthetic dye Brilliant Blue FCF (E133). The solution makes it possible to use spirulina to achieve vibrant blue shades in applications including sports and energy drinks, carbonated soft drinks, juice drinks, enhanced waters, and alcoholic beverages below 20% ABV.

EXBERRY® Shade Autumn Brown and EXBERRY® Shade Golden Brown, meanwhile, are concentrates made from caramelized sugar syrup that offer a clean-label alternative to caramel colors (E150). They are both stable in acidic beverages with pH levels below 3.0, with no formation of sediment or turbidity. They can be used to deliver clear reddish-brown and caramel-brown hues in applications such as natural colas, energy drinks, and iced lattes.

Sarah Ringkamp, Key Account Manager at GNT Group, said: "Color plays a huge role in boosting beverages' appeal and setting flavor expectations. At the same time, natural ingredient declarations are more important than ever. Our plant-based, sustainable EXBERRY® colors are the ideal solution. Our experts will be available throughout the show to provide advice on how our innovative solutions can be used to achieve vibrant, stable shades across different applications."

**Drinktec 2025 takes place at Messe München, Germany. For more information, visit:**  
[www.drinktec.com](http://www.drinktec.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.