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PRESS RELEASE

Red alert! GNT Group predicts 2021's top food and beverage color trend

Red is set to shake up the food and beverage industry in 2021 thanks to its ability to spark powerful emotions, according to EXBERRY[®] Coloring Foods supplier GNT Group.

Red has long been an iconic shade in the worlds of cosmetics, beauty, fashion, film and design. As we approach 2021, GNT says red is now ready to invigorate the world of food and drink.

The global pandemic has taken consumers outside their comfort zones, leading them to break free from old habits and search for something new. GNT believes red can connect with this desire for discovery and help signal the start of a new era.

Associated with sporting dominance, red is a shade that signifies power and energy. It is globally recognized as the color of love, too, with the ability to fire up strong feelings of passion and desire.

GNT is also highlighting red's ability to add a sense of excitement and exploration to food and drink, with its appeal among the Instagram generation providing another key reason for the shade's growing popularity.

Maartje Hendrickx, GNT's Market Development Manager, said: "Red was the natural choice for our new Love Color with EXBERRY[®] campaign. It epitomizes human vitality, creating energy, passion and positive action, and brings real excitement to food and drink products. Red is well known for its ability to command instant attention and it's a color you won't be able to ignore in 2021."

With consumers demanding clean and simple ingredients in their food and drink, GNT offers a range of red EXBERRY[®] Coloring Foods made from raw materials such as radish, carrot, sweet potato, hibiscus and berries including elderberry and chokeberry.

Like all EXBERRY[®] products, GNT's red shades are made from fruit, vegetables and edible plants using physical manufacturing processes and no chemical solvents. As a result, they can provide the perfect clean-label replacement for colorants such as the azo dye Allura Red AC and carmine.

GNT also controls the entire EXBERRY® supply chain, enabling the company to guarantee all products meet its rigorous quality and sustainability standards as well as ensuring year-round availability.

Maartje Hendrickx added: “EXBERRY® is based on the principle of coloring food with food, using plant-based pigments to unleash products’ full potential. Trusted by manufacturers all over the world, our Coloring Foods can deliver exceptional shades for practically any food and drink application.”

To learn more about 2021’s biggest color trend, visit: www.exberry.com/love-color-red

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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 1,900 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 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.