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## PRESS RELEASE

### **GNT to showcase EXBERRY<sup>®</sup> Coloring Foods' benefits for beverages at drinktec**

GNT will demonstrate how EXBERRY<sup>®</sup> Coloring Foods can be used to create a vast array of colorful, clean-label, and sustainable beverages at drinktec 2022 in Munich (September 12-16).

EXBERRY<sup>®</sup> colors are plant-based concentrates that can be used to deliver a full rainbow of shades in almost any food and beverage application.

At drinktec 2022, GNT (Hall A5, Booth 452) will hand out hard seltzers (4.5% ABV) and mocktails featuring yellow, orange, and red EXBERRY<sup>®</sup> shades. A barista will also offer coffees with colorful milk foam while a mixologist will be creating a variety of vibrant cocktails. In addition, the company will showcase market examples of various beverages made with Coloring Foods.

GNT recently announced plans to become the [leader in its field on sustainability](#) and the booth will also feature a section dedicated to the topic. The company will screen videos to raise awareness as well as offering visitors tips on how they can take action to protect the planet.

Helen Vine, GNT's category lead for non-alcoholic beverages, said: "Today's shoppers want drinks that combine powerful sensory appeal with strong health and sustainability credentials. EXBERRY<sup>®</sup> Coloring Foods are sustainably produced and support clean ingredient lists, allowing brands to create eye-catching beverages that match up to modern consumer expectations."

EXBERRY<sup>®</sup> Coloring Foods are made from non-GMO fruit, vegetables, and plants using traditional, physical processing methods. As a result, they are considered to be food ingredients rather than additives in the EU and qualify for clean label declarations.

Brands can schedule a meeting with GNT's Technical Sales Managers at drinktec by visiting: <https://exberry.com/en/drinktec-2022/>

**END**

**For more information, contact:**

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**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, which ensures full traceability, 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, vegetable, 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.