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## PRESS RELEASE

### **GNT to showcase power of plant-based EXBERRY® colors at ProSweets 2025**

GNT will demonstrate how EXBERRY® colors offer a natural and sustainable way to elevate visual appeal in confectionery and snacks at ProSweets Cologne (2-5 February 2025).

EXBERRY® colors are made from non-GMO fruit, vegetables, and plants and support natural ingredient declarations. The colors are available in multiple formats to suit different application requirements and can be used to achieve a complete spectrum of vibrant shades.

At ProSweets, visitors to the GNT stand (Hall 10.1 | H010 J011) will be able to discover the possibilities through a selection of eye-catching EXBERRY® potato chips. They can choose from six options featuring seasonings with on-trend flavors as well as bold shades from across the rainbow. In addition, they will be able to view a variety of colorful confectionery samples.

Sustainability is a key focus for GNT and the company will also present a drink concept to show how EXBERRY® colors factor into products' carbon footprint. GNT, which recently secured an [EcoVadis gold medal](#), offers carbon footprint data for the colors in the plant-based EXBERRY® portfolio.

GNT's experts will be available throughout the event to talk to visitors about their individual project requirements, including technical matters and questions regarding sustainability.

Petra Thiele, Sales Director EMEA at GNT, said: "Manufacturers all over the world are now cleaning up their ingredient lists to ensure products meet consumer expectations on naturalness and sustainability. Our plant-based EXBERRY® colors are the perfect solution. They can deliver spectacular shades in all types of confectionery and snacks, ensuring manufacturers can achieve maximum visual impact without having to compromise on the ingredient list."

**ProSweets 2025 takes place at Koelnmesse in Germany. For more information, visit: [www.prosweets.com](http://www.prosweets.com)**

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**About EXBERRY<sup>®</sup>**

EXBERRY<sup>®</sup> is a leading global brand of plant-based, sustainable colors for food and drink. The EXBERRY<sup>®</sup> 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<sup>®</sup> 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.