

**PRESS RELEASE****GNT Highlights Plant-Based EXBERRY® Colors with Rainbow Concha Cookies at IBIE 2025**

**Dallas, NC – September 8, 2025** – GNT will demonstrate the potential of its plant-based EXBERRY® colors for bakery and snacks with vibrant concha cookie concepts at IBIE 2025 (September 13-17, Las Vegas).

EXBERRY® colors are created from non-GMO fruits, vegetables, and plants. They can be used to achieve a vast array of bold shades, creating opportunities across cakes, breads, cookies, snacks, decorations, fillings, and coatings.

At IBIE, GNT (North Hall — 6666) will offer visitors the chance to sample a rainbow of sugar cookies inspired by the classic Mexican pan dulce. Each concha cookie features a 'shell' topping in bright, striking shades derived from ingredients such as red potatoes, peppers, carrots, and spirulina.

GNT's experts will be available throughout the event to discuss formulation opportunities with plant-based colors, including synthetic dye replacement. They will also be able to provide insights into the latest color trends in the bakery and snack sector.

Jeannette O'Brien, VP of Sales and Marketing at GNT USA, said: "Our innovative cookie concepts show how EXBERRY® can deliver the bold, playful colors that consumers expect while keeping labels simple. We partner with manufacturers at every stage of product development to make the switch to plant-based colors straightforward and effective."

**For more information about EXBERRY® by GNT at IBIE, visit: <https://www.bakingexpo.com>**

**END**

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**About EXBERRY® by GNT**

EXBERRY® is the leading brand of natural coloring solutions for the food and beverage industry, derived from fruits, vegetables, and edible plants. With a commitment to sustainability and innovation, EXBERRY® empowers brands worldwide to offer products that attract visually, engage emotionally, and satisfy ecologically. We partner with forward thinking brands who are leading with color.