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## PRESS RELEASE

### **GNT to showcase the potential of its clean-label EXBERRY® Coloring Foods' at ProSweets Cologne**

GNT will highlight EXBERRY® Coloring Foods' ability to deliver powerful shades in a vast array of confectionery applications at ProSweets Cologne 2022 (30 January-1 February).

EXBERRY® colors are made from edible fruits, vegetables, and plants using physical processing methods such as chopping, filtering, and boiling. As a result, they are considered to be food ingredients rather than additives throughout the EU, making them ideal for clean and clear label declarations.

They are also 100% vegan-friendly and the non-GMO raw materials are grown using natural, sustainable methods by farmers working as part of GNT's vertically integrated supply chain.

At ProSweets 2022, GNT (Hall 05.2, Stand A-028-B-029) will screen videos demonstrating how EXBERRY® can be used to maximize visual appeal in applications such as soft- and hard-panned confectionery, lollipops, fruit gums, aerated gums, marshmallows, and chocolate. In addition, the GNT booth will showcase examples of finished products.

Throughout the event, GNT's experts will be available for meetings in COVID-proof booths to discuss how EXBERRY® can be used to meet specific project requirements.

Petra Thiele, Managing Director for GNT Europa GmbH, said: "Today's consumers are paying more attention than ever before to ingredient lists and even taking the time to research products' sustainability and ethical credentials. EXBERRY® Coloring Foods give brands the opportunity to tell a really positive story about the colors in their confectionery while delivering powerful shades from across the whole rainbow."

For more information about EXBERRY® Coloring Foods, visit: <https://exberry.com>

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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. 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 edible fruit, vegetables and 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.