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PRESS RELEASE

GNT to show benefits of plant-based, sustainable EXBERRY® colors at Fi Asia Indonesia

GNT will demonstrate how plant-based EXBERRY® colors can help food and drink connect with modern consumers at Fi Asia Indonesia (Jakarta International Expo, 4-6 September 2024).

FMCG Gurus' research shows 63% of consumers in the Asia Pacific region consider it important that products are free from artificial colors. In addition, 62% say they have become more attentive to ingredient listings in recent times.¹

EXBERRY® colors are created from non-GMO fruit, vegetables, and plants using sustainable production methods. They can be used to deliver a complete spectrum of shades in almost any food and beverage application while meeting consumer demands for natural ingredients.

At Fi Asia Indonesia, GNT (booth C3D114) will offer visitors a selection of crepes to showcase the possibilities with EXBERRY®. The crepes will feature color directions inspired by the company's [Regeneration Rising](#) campaign and are designed to appeal to the new generation of sustainability-focused shoppers.

Andreas Thiede, General Manager at GNT Singapore, said: "Today's consumers want natural and sustainable products – but visual appeal is just as important as ever. EXBERRY® offers a plant-based, sustainable solution that allows manufacturers to tick every box. We're excited to show Fi Asia Indonesia visitors what we can achieve using colors made from fruit, vegetables, and plants."

GNT's experts will be available throughout the event to provide insight and advice into how EXBERRY® can be used to meet different project requirements.

For more information Fi Asia Indonesia, visit: <https://www.figlobal.com/asia-indonesia/en/home.html>

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About EXBERRY[®]

EXBERRY[®] is a leading global brand of plant-based, sustainable colors for food and drink. The EXBERRY[®] 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[®] 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.

¹ FMCG Gurus 'Clean Label Trends in Asia Pacific' (July 2023)