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## PRESS RELEASE

### **GNT to use plant-based EXBERRY® colors to power up protein powders at SupplySide West**

Dallas, NC – GNT USA will demonstrate how its EXBERRY® colors can be used to fuel new product innovation with next-generation protein powder concepts at SupplySide West 2024 (28-31 October, Las Vegas).

EXBERRY® colors are created from non-GMO fruit, vegetables, and plants and can be used to deliver a full spectrum of shades in food, drink and supplement applications. At SupplySide West, GNT will highlight their potential with a selection of concepts that show how color can help reinvigorate functional products.

Visitors to booth 2065 will be able to choose from three powders, which deliver 3-5g of protein per serving and use vibrant EXBERRY® colors to bring their bold, savory flavor profiles to life.

The aji amarillo yuzu collagen peptide powder features a vivid yellow shade to highlight its citrusy flavor with a mild spicy kick. The berbere whey protein powder is inspired by Ethiopian spices. It delivers warmth and complexity without the heat, using a red shade to signal its bold, rich flavor profile. The balsamic vinegar and sea salt soy protein powder, meanwhile, has a luxurious purple shade to indicate a premium twist on the traditional salt and vinegar flavor.

The concepts can be used as finishing seasonings to add functional benefits and on-trend flavors to a wide range of recipes and food products, from salty snacks to dairy products like yogurt and cottage cheese. They can also be incorporated into meal components like dressings, dips, and sauces for grains, pasta, and salads.

“Consumers are looking for new ways to boost their protein intake,” Jeannette O’Brien, Vice President at GNT USA, said. “We developed these savory protein powder concepts to show how our vibrant, clean-label EXBERRY® colors can help power innovation and elevate functional products. Color not only sets flavor expectations but excites the palate – boosting products with eye-catching shades that jump off the shelf.”

Visitors to the booth can also consult with GNT’s team of experts, who will be available to provide support on everything from natural color selection and applications to technical troubleshooting, regulatory guidance, and sample requests.

GROWING COLORS

**EXBERRY®**

Marty Gil, Key Account Manager at GNT USA, said: “With our robust portfolio of plant-based colors, we’re excited to offer futureproof solutions for the rapidly evolving food, beverage, and supplement industries. Our experts can also help manufacturers through every step of the product development process, providing the insights and resources needed to ensure successful results.”

**For more information about EXBERRY® at SupplySide West, visit:**

<https://west.supplysideshow.com>

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**About EXBERRY®**

EXBERRY® is a leading brand of natural coloring solutions for the food, beverage and supplement industries. Made from non-GMO fruits, vegetables, and plants, the colors are available in a wide range of formats and suitable for almost any application. EXBERRY® colors are trusted by manufacturers all over the world for their vibrancy, versatility, stability, ease of use, and strong sustainability credentials.

**About GNT**

Founded in 1978, GNT is a family-owned company pioneering in the creation of plant-based, sustainable ingredients. GNT USA is the company’s North American branch with headquarters located just outside of Charlotte, North Carolina. GNT USA’s facilities include a Technical and Culinary Experience Center to enhance collaboration with customers’ R&D teams to deliver speed-to-market for new innovations. It offers a vast range of pilot-scale capabilities to support various sectors of the food, beverage, and supplements industries.