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PRESS RELEASE

Coloring food with food: GNT showcases plant-based EXBERRY® concentrates at Food & Drink Expo

GNT will demonstrate how its clean-label EXBERRY® Coloring Foods can be used to create eye-catching products at Food & Drink Expo in Birmingham (25-27 April 2022).

EXBERRY® concentrates are made from edible fruit, vegetables, and plants using gentle, physical processing methods such as chopping and boiling. They support clean and clear label declarations and can deliver hundreds of vibrant shades in almost any food and drink application.

GNT (Hall 6, Booth K239) will be putting the spotlight on confectionery at Food & Drink Expo. In a live demonstration area, experts will create sugar-free pulled candies featuring a variety of EXBERRY® shades. The company will also hand out colorful lollipops with a sherbet dip, showcase extruded cereals in shades from across the whole rainbow, and highlight examples of finished products.

Throughout the event, visitors will have the chance to talk to GNT's technical experts about how EXBERRY® can be used to meet their individual project requirements.

Michael Fallon, Sales Director at GNT UK, said: "Color is vital to brand identity, playing a crucial role in the perception and even the taste of food and drink. EXBERRY® by GNT offers a spectrum of cost-effective solutions that enable manufacturers to achieve exciting visual differentiation along with completely clean and clear labels."

EXBERRY® Coloring Foods are made from non-GMO crops grown by farmers working as part of GNT's vertically integrated supply chain. Due to the way they are made, they are also considered to be food ingredients rather than additives in the UK and EU and do not require E numbers.

For more information about Food & Drink Expo 2022, visit: www.foodanddrinkexpo.co.uk

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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 combined with first-rate process-engineering expertise. GNT delivers a full range of color concentrates sourced exclusively from fruits, vegetable and edible 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.