

20 June 2019

PRESS RELEASE

GNT announces a Chinese name for its range of Coloring Foods

GNT Group has underlined its commitment to China's food and beverage sector by launching a Chinese name for its clean-label Coloring Foods – 爱百瑞 (pronounced 'Iberry').

China is a highly important market for GNT, with millions of shoppers now seeking out products that contain natural colors. In fact, research shows that 73.2% of Chinese consumers agree that they specifically want to avoid artificial colors – a greater proportion than in both the US (55.6%) and the UK (51.6%).¹

GNT, based in the Netherlands, believes that localizing its brand in China will increase levels of recognition and awareness among its customers, helping GNT to understand their needs better. In Europe and the rest of the world, its range of Coloring Foods is known as EXBERRY®. The name 爱百瑞 has been selected for the Chinese market because it evokes positive feelings as follows:

- 爱 = Love
- 百 = Prosperity
- 瑞 = Longevity

The new brand was revealed by GNT's CEO, Hendrik Hoeck, at a special event in Shanghai, organized to coincide with the Food Ingredients Asia-China 2019 trade show. He said: "China is a very important market for GNT Group and we are privileged to work with many trusted and innovative customers. The creation of 爱百瑞 as an exclusive brand for China celebrates these successful partnerships and confirms our ongoing commitment to delivering high quality and reliable natural coloring solutions for the Chinese food and beverage market."

爱百瑞 coloring foods are natural color ingredients obtained exclusively from fruits, vegetables and edible plants using gentle, physical processes such as pressing, chopping, filtering and concentrating. Consequently, they are not classed as additives but foods with coloring properties and, therefore, qualify for cleaner and clearer labelling declarations.

GNT's 爱百瑞 colors are perfect replacements for artificial colors and animal-based colors such as carmine. They comply fully with China's Group Standards for Coloring Foods. Made with GNT's own innovative processes, they can impart almost any color shade to foods and beverages and are ideally suited for industrial use.

¹ Innova Market Insights

ENDS

About 爱百瑞

爱百瑞 is the global market leader in Coloring Foods. The brand is synonymous with high performance color solutions based on the most natural concept of coloring food with food. 爱百瑞 concentrates are manufactured from fruit, vegetables and edible plants using only gentle physical methods such as chopping, boiling and filtering. 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 爱百瑞 products, manufacturers are assured to receive highly professional support ranging from strategic product development to production integration and regulatory advice. 爱百瑞 is the favored color solution used by more than 1,400 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 爱百瑞 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 fruit, vegetables 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.