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PRESS RELEASE

EXBERRY® range grows with oil-dispersible pink shade for fat-based applications

GNT has extended its range of oil-dispersible Coloring Foods with the launch of a pink shade made from fruit and vegetables.

Specifically developed for use in fat-based applications, EXBERRY® Shade Pink – OD is the latest addition to a collection of oil-dispersible shades that also includes red, yellow, orange, blue and green options.

When working with plant-based colors, different applications can require different formats to ensure the best results.

EXBERRY® OD products are liquid-based colors made by dispersing small particles – created through a unique multi-stage milling process – in sunflower oil.

As a result, they can achieve a homogenous color effect in fat-based applications including ice cream coatings, fat fillings for biscuits and pralines, compound coatings for cereals and cookies, seasoning mixes for savory snacks, and fat compounds for chocolate decorations.

Jana Reckter, Product Manager at GNT Group, said: “Fat-based applications have historically proved challenging for plant-based colors, but our expanded EXBERRY® OD range means manufacturers now have more options than ever to create spectacular products with clean and clear labels. Our new EXBERRY® Shade Pink – OD is made from both fruit and vegetables and offers a wonderful pink hue.”

EXBERRY® Coloring Foods are made from fruit, vegetables and edible plants using gentle, physical processing methods and no chemical solvents, ensuring widespread consumer acceptance.

In addition to the range of oil-dispersible products, EXBERRY® Coloring Foods are available in formats including powders, liquids and micronized powders.

To learn more about the full selection of EXBERRY® Coloring Foods, visit: www.exberry.com

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About EXBERRY®

EXBERRY® 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. EXBERRY® 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 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 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.