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PRESS RELEASE

GNT launches new options in EXBERRY® Brilliant Orange range

GNT Group has launched two new EXBERRY® Coloring Foods that deliver bright orange shades in powder and oil-dispersible formats.

Made from paprika and carrot, the new Brilliant Orange products provide solutions for a range of applications.

The EXBERRY® Shade Brilliant Orange powder is oil-soluble and water-dispersible. It is designed for a broad range of applications including non-aerated confectionery, bakery and savory products. The oil-dispersible EXBERRY® Shade Brilliant Orange Intense, meanwhile, is ideal for compound coatings, spray-coated oil seasonings and other fat-based applications.

The powder and oil-dispersible options are available in addition to the existing EXBERRY® Brilliant Orange liquid format.

The new products are pH-independent and offer good light and heat stability as well as a good shelf life. They are 100% plant-based, halal and kosher, and made without any chemical solvents. As such, they offer a perfect clean-label replacement for artificial colorants as well as additives such as annatto, beta carotene and paprika extract.

Sonja Scheffler, Product Manager at GNT, said: “We are delighted to add these new Brilliant Orange products to our range of EXBERRY® Coloring Foods. With a liquid format already available, it means we can help manufacturers deliver stunning orange shades for a vast range of food and drink applications.”

EXBERRY® Coloring Foods are made from fruit, vegetables and edible plants using only gentle physical methods such as chopping, heating and filtering. They retain the characteristic properties of the source material and the concentrates are not selectively extracted. As a result, they qualify for cleaner and clearer labelling declarations.

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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.