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## PRESS RELEASE

### **EXBERRY® by GNT to showcase power of plant-based natural colours at Fi India 2023**

GNT will demonstrate how plant-based EXBERRY® colours can help food and beverage manufacturers appeal to modern consumers at Fi India 2023 (17-19 August, Mumbai).

GNT's range of natural colouring solutions includes more than 400 EXBERRY® concentrates made from edible fruits, vegetables and plants using physical processing methods such as chopping, pressing and filtering. Known as "Colouring Foods", they qualify for completely clean and clear label declarations under Food Safety & Standards Authority of India (FSSAI) regulations.

At Fi India, GNT (stand K75) will present a wide variety of finished products to highlight EXBERRY® colours' ability to deliver a rainbow of vibrant shades across different food and beverage applications. The company's experts will also be on hand throughout the event to provide insights and advice on using plant-based colours.

Santhosh Thankappan, Sales Director at GNT Middle East, said: "Indian consumers have traditionally always preferred natural, freshly prepared food and drink, but social mobility in the big cities is now driving demand for more convenient packaged goods. Unfortunately, many of these products are made with artificial colours, which can negatively influence consumer preferences. EXBERRY® is a versatile plant-based colouring solution that enables brands to create the colourful, natural products that the new generation of consumers desires to see."

Last year, GNT and the Confederation of Indian Industry commissioned independent research agency NielsenIQ to survey 2,000 urban Indian respondents on their attitude towards food colourings in beverages, dairy, baked goods, and confectionery.<sup>1</sup>

The [research](#) found that 84% of respondents said they would be likely to pay a price premium to purchase products made with natural food colours.

Maartje Hendrickx, GNT Group's Market Development Manager, said: "Our plant-based colours can instantly boost brand preference among today's health-conscious consumers. Manufacturers can declare that products are 'coloured with fruit and vegetables' on the front of the packaging while also benefitting from straightforward ingredient listings such as 'Concentrate of carrot and blackcurrant'. We're excited to connect with customers old and new at Fi India to share the many benefits that EXBERRY® has to offer."

*Fi India 2023 takes place at the Bombay Exhibition Centre in Mumbai. For more information, visit: <https://www.figlobal.com/india/en/home.html>*

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**About EXBERRY®**

EXBERRY® is the global market leader in Colouring 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 colour solutions based on the most natural concept of colouring 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 savoury applications. The concentrates are valued worldwide for their ease of use, brilliance, performance, and the complete vertical integration of the supply chain. The vertical supply chain provides benefits including full traceability as well as price and stock stability. GNT is committed to driving industry standards higher by ensuring EXBERRY® Colouring Foods deliver on cost-in-use, performance, naturalness, and sustainability. 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 favoured colour solution used by more than 2,000 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 Colouring Foods. Founded in 1978, the company offers unparalleled agricultural competence combined with first-rate process-engineering expertise. GNT delivers a full range of colour concentrates sourced exclusively from edible fruits, vegetables, and plants. Sustainability is a key priority for GNT and the company has set a series of ambitious targets for 2030 to optimize its environmental and social impacts. The company 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.

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<sup>1</sup> Men and women aged 18-45 years from NCCS A, B & C (margin of error 2% at 95% CI). The research was conducted via an online questionnaire (for NCCS A & B respondents) and computer-aided telephone interviews (for NCCS C respondents) from January to February 2022