

18<sup>th</sup> October 2021

## PRESS RELEASE

### ***GNT steps up North American operations with major new facility in Gaston County, North Carolina***

GNT, manufacturer of EXBERRY® Coloring Foods, has announced an initial investment of \$30 million to expand its operation in North America. Centrally located in Gaston County, just outside of Charlotte, the 49-acre facility now takes the company's operations to new heights and will provide significant advantages for its customers throughout the US, Canada, and Mexico.

Hendrik Hoeck, CEO at GNT Group B.V., said: "As the global leader of coloring food we see consistent demand for our colors as the consumption of products that are formulated with EXBERRY® continues to grow. Part of our Strategic Growth Plan is a multiple phase expansion in North America. I am happy to announce the completion of the initial phase with our warehouse commissioning on October 15, 2021. This will bring increased capacity, supply-chain efficiency and improved control of inventory."

"Our strategy to create awareness of coloring food in the US in the last quarter century has been well executed by our marketing and sales team. As a result, today you will find 'Fruit and vegetable juice for color' on the label of many supermarkets' products and also in food service items," says Frederik Hoeck, Managing Director at GNT Group B.V..

As a family-owned business, throughout their forty-five year history, the goal at GNT is to continuously invest in innovation and this new facility will deliver on this fundamental objective. "Our globally aligned innovation focus fields are a big part of our investment strategy to offer new coloring food solutions. The expected completion of the next phase will bring finished good production even closer to our North American customers by the end of 2022. This will increase the speed of bringing innovation to market," says Hendrik Hoeck.

A Technical and Culinary Experience Center, scheduled to open August 2022, will provide visitors and culinary teams with an unprecedented opportunity to experiment, create, and innovate together. Per Frederik Hoeck, "We look forward hosting workshops which will enable customers to meet teams of R&D scientists in person to collaborate on color matching, pilot plant trials, and more."

**END**

**For more information, contact:**

Robin Hackett, Ingredient Communications

[robin@ingredientcommunications.com](mailto:robin@ingredientcommunications.com) | +44 7507 277733

**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.