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PRESS RELEASE

GNT expands range of EXBERRY® Micronized Powders with beetroot-based Fiesta Pink

EXBERRY® Coloring Foods supplier GNT Group is highlighting the possibilities of its micronized powders after adding a new beetroot-based pink shade to the range.

Alongside its liquid, powder and oil-dispersible Coloring Foods, GNT offers a variety of micronized powders that maximize the visual intensity of color shades in certain applications.

Due to their reduced particle size, these specialized Coloring Foods can create a homogeneous color effect in solid mixes such as instant beverages and desserts, pressed tablets, and seasonings for chips and snacks, as well as chocolate for decoration and compound coatings.

The EXBERRY® Micronized Powder range already includes yellow, red, purple, blue, green and pink shades.

GNT has now added a further option with the launch of EXBERRY® Shade Fiesta Pink – MN Powder, providing a new pink shade with a hint of blue.

Made from beetroot and carrots grown by GNT's own farmers, the new product is pH independent, offers good light stability and has a 24-month shelf life below 25°C.

Sonja Scheffler, Product Manager at GNT, said: "EXBERRY® Micronized Powders were developed to deliver optimal performance in applications such as solid mixes, where they can achieve more vibrant colors at lower dosage levels compared to standard powders. With the launch of our stunning Fiesta Pink micronized powder, manufacturers can now choose from an even wider range of shades."

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

To find out more about EXBERRY® Coloring Foods, visit: www.exberry.com

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For more information, contact:

Robin Hackett, Ingredient Communications

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.