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PRESS RELEASE

Get hands-on with EXBERRY® Coloring Foods at Food Matters Live

GNT Group is offering visitors to Food Matters Live 2019 (19th to 20th November in London) the chance to experience the features and benefits of EXBERRY® Coloring Foods first-hand with a range of colorful interactive stations.

EXBERRY® Coloring Foods are obtained from fruits, vegetables and edible plants and made using gentle, physical processes such as pressing, chopping, filtering and concentrating, with no chemical solvents.

In addition to providing clean-label appeal, they can impart almost any shade to food and beverages.

To celebrate the importance of color beyond the simple visual appearance, GNT has created a new format for Food Matters Live (Stand C40) that provides hands-on experiences to stimulate the senses and communicate three important messages:

1) Color influencing perception

EXBERRY® is used for coloring purposes and does not itself impart flavor in finished products. Visitors will have the chance to add their choice of EXBERRY® Coloring Food to fruity yogurt and taste alongside uncolored yogurt to experience how the simple addition of color affects flavor perception and influences enjoyment.

2) Color and emotion are linked

Color can be used to influence or reflect the way we feel. At this station, GNT presents visitors with a spectrum of colored products and emotive language and offers the chance to participate in a digital questionnaire to explore this link between food and drink color and emotion.

3) Color and creativity go hand in hand

Café culture gives consumers a chance to experience products that not only taste good but look incredible too. Visitors can create their own eye-catching layered cold brew coffee featuring EXBERRY® Coloring Foods in flavored syrups and colorful sprinkles. Visitors will also have the chance to win a unique prize by capturing their creation in a mini “photo booth” and sharing the image on social media using #ColoringFood.

In addition, visitors can walk through GNT's EXBERRY® production process – from the cultivation of the seeds to the application of the company's Coloring Foods for clean- and clear-label products.

GNT Group's Helen Vine said: "At Food Matters Live, we're offering visitors the chance to experience our 'Love Color with EXBERRY®' initiative that explores how color can influence mood and deliver feelings of greater enjoyment. With the new generation of consumers increasingly seeking clean and clear labels as well as the Instagrammability factor, EXBERRY® Coloring Foods are an ideal solution. So for a colorful experience, come and visit GNT on Stand C40."

Food Matters Live takes place at ExCeL in London on 19th and 20th November 2019. For more information, visit www.foodmatterslive.com/2019.

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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 across 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.