

27<sup>th</sup> September 2021

## PRESS RELEASE

### **EXBERRY® Coloring Foods supplier GNT welcomes NATCOL Code of Practice for Coloring Foods**

GNT has hailed the Natural Food Colours Association (NATCOL)'s Code of Practice for Coloring Foods in Europe as an "important milestone" for the industry.

The 'Code of Practice for the classification, manufacturing, use and labelling of Coloring Foods (EU)' provides clear support on the use of coloring ingredients made from edible fruit, vegetables and plants.

It covers principles of classification, source materials, manufacturing, quality control and safety, including labeling and use requirements as well as distinctions between Coloring Foods and color additives. It is designed to ensure transparency and harmonization of practices across the industry as well as consistency of interpretation for all operators.

NATCOL represents the international interests of companies and associations providing Coloring Foods as well as natural food colors. As a key manufacturer of Coloring Foods and a NATCOL member, GNT has played an instrumental role in developing and supporting the Code.

Silke Fallah, GNT's Global Regulatory Affairs Manager, said: "We are delighted that NATCOL has published this Code of Practice, which provides support for producers and users of Coloring Foods alike. This is not only significant for the European market but will also serve as best practice to support the further global regulatory development of Coloring Foods."

Paul Collins, GNT's Director of International Sales and Marketing, added: "GNT has unrivaled experience of Coloring Foods, having introduced the concept to the industry in 1978. We are proud to have worked alongside NATCOL to develop this Code of Practice. It represents an important milestone for the industry and we see it as a key step forward for GNT and our EXBERRY® Coloring Foods product range."

For more information on the NATCOL Code of Practice, please [click here](#).

**END**

**For more information, contact:**

Robin Hackett, Ingredient Communications

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

**About EXBERRY<sup>®</sup>**

EXBERRY<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> products, manufacturers are assured to receive highly professional support ranging from strategic product development to production integration and regulatory advice. EXBERRY<sup>®</sup> 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<sup>®</sup> 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.