

16<sup>th</sup> March 2023

## PRESS RELEASE

### **EXBERRY® by GNT to highlight disruptive new natural color trends at ProSweets 2023**

GNT will show visitors to ProSweets Cologne 2023 (23<sup>rd</sup> to 25<sup>th</sup> April) how plant-based EXBERRY® colors can help brands create eye-catching confectionery that connects with modern consumer demands.

The new generation of shoppers is increasingly searching for products with natural, sustainable ingredients and joyful, vibrant colors. This [“Healthy Hedonism”](#) trend is inspiring a radical rethink of what is possible with natural color, from the use of soft, luminous, tone-on-tone pastel hues to combinations of bright, clashing, highly saturated shades.

At ProSweets 2023, GNT will demonstrate how EXBERRY® colors can be used to deliver these bold shades in confectionery applications while matching up to expectations on the ingredient list. EXBERRY® Coloring Foods are clean-label concentrates made from non-GMO fruit, vegetables, and plants using physical processing methods, while GNT is also committed to becoming the leader in its field on sustainability.

Petra Thiele, Managing Director for GNT Europa GmbH, said: “Inspired by Generation Z’s joy and creativity, Healthy Hedonism is a disruptive new trend that uses natural color to deliver spectacular visual effects. Our plant-based EXBERRY® colors are available in stunning shades from across the spectrum, allowing manufacturers to create cutting-edge confectionery with completely clean labels.”

ProSweets 2023 takes place as a one-off Special Edition event between ISM’s exhibition halls. GNT’s stand is located at C002 in the passage between halls 4 and 5.

For more information about the event, visit: [www.prosweets.com](http://www.prosweets.com)

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**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 – 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

color solutions based on the most natural concept of coloring 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 savory 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® Coloring 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 favored color 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 Coloring Foods. Founded in 1978, the company offers unparalleled agricultural competence combined with first-rate process-engineering expertise. GNT delivers a full range of color 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.