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PRESS RELEASE

EXBERRY® by GNT to showcase new possibilities with plant-based colors at Plant-Based World Expo Europe 2023

GNT will demonstrate the potential of its clean-label EXBERRY® colors at Plant-Based World Expo (ExCel London, 15-16 November 2023) with meat substitutes that change from a raw to a cooked appearance.

EXBERRY® Coloring Foods are created from non-GMO fruits, vegetables, and plants using physical processing methods. They can deliver a full spectrum of shades and are suitable for almost any food and beverage application, including plant-based meat, seafood, and dairy alternatives.

At Plant Based World Expo, GNT (Stand C28 15-16) will show attendees how EXBERRY® can be used to create red meat alternatives that deliver a realistic color shift when heated.

The company's experts will also be available throughout the event to discuss how EXBERRY® Coloring Foods can be used in plant-based products ranging from hot dogs and pastrami to ice cream and cheese to smoked salmon and prawns.

Steven Taylor, Head of Sales at GNT UK, said: "Based on the concept of coloring food with food, EXBERRY® allows manufacturers to create highly realistic plant-based products using ingredients consumers know and trust. We're especially excited to be able to show visitors first-hand how our concentrates can be used to create meat alternatives that provide consumers with a truly authentic cooking experience."

EXBERRY® Coloring Foods are classed as food ingredients rather than additives in the EU and UK so do not require E numbers. As such, they qualify for cleaner and clearer label declarations, such as "carrot and radish concentrates."

For more information about Plant-Based World Expo Europe 2023, visit:
www.plantbasedworldeurope.com

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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.