

16 October 2024

PRESS RELEASE

GNT to showcase EXBERRY® rainbow with colorful snack bar experience at Fi Europe 2024

GNT will demonstrate the potential of its plant-based EXBERRY® colors with a build-your-own rainbow snack experience at Food Ingredients Europe (Frankfurt, 19-21 November 2024).

EXBERRY® colors are made from non-GMO fruit, vegetables, and plants using sustainable production methods. They can deliver a complete spectrum of shades in almost any food and beverage application while allowing manufacturers to maintain natural ingredient lists.

At Fi Europe, GNT (3.1G32) will give attendees the opportunity to explore the possibilities first-hand. Guests will be able to select from six seasonings to create their own eye-catching EXBERRY® potato chips. Each seasoning will feature an on-trend flavor as well as different colors from across the rainbow to provide a range of bold sensory experiences.

In addition, GNT will showcase the latest coloring solutions in the EXBERRY® portfolio through a range of food and beverage products.

Petra Thiele, Sales Director EMEA at GNT, said: “EXBERRY® colors are trusted by the world’s leading food and beverage brands to deliver vibrant, stable shades. We’re excited to be able to give Food Ingredients Europe visitors a glimpse into the power of EXBERRY® with our colorful snack bar experience. We want to inspire manufacturers to think creatively about how they can use plant-based colors to develop exciting food and drink products that really stand out on the shelf.”

Throughout the event, visitors will be able to talk to GNT’s experts about the latest industry trends and how EXBERRY® can be used to meet individual project requirements.

GNT’s sustainability team will also be present at Fi Europe. In 2022, the company set out 17 ambitious targets to optimize its environmental and social impacts over the course of the current decade. These include training all contract farmers in sustainable agriculture and cutting the environmental footprint across EXBERRY® product ranges by 25% by 2030.

GNT also secured an EcoVadis silver medal last year and was the first food color supplier to publish a third-party Greenhouse Gas Verification Statement.

Rutger de Kort, Sustainability Manager at GNT, said: “We’ve set out a bold sustainability vision to futureproof our supplies and we’re making excellent progress on many of our aims.

Thanks to our family ownership, we've been able to establish a robust supply chain that will help us to deliver high-quality, sustainable colors for generations to come."

For more information about Food Ingredients Europe, visit:

<https://www.figlobal.com/europe/en/home.html>

END

For more information, contact:

Robin Hackett, Ingredient Communications

robin@ingredientcommunications.com | +44 7507 277733

About EXBERRY[®]

EXBERRY[®] is a leading global brand of plant-based, sustainable colors for food and drink. The EXBERRY[®] portfolio includes a complete spectrum of shades created from non-GMO fruit, vegetables, and plants. They are available in a wide range of formats and suitable for almost any application, including confectionery, dairy, bakery, soft and alcoholic beverages, cereals, snacks, sauces, savory, and plant-based meat, seafood, and dairy. EXBERRY[®] colors are trusted by many of the world's leading food and beverage manufacturers for their vibrancy, versatility, stability, ease of use, and strong sustainability credentials.

About GNT Group

Founded in 1978, GNT is a family-owned company pioneering in the creation of plant-based, sustainable ingredients. It is headquartered in Mierlo, The Netherlands, with additional offices in Europe, North America, Asia, and the Middle East. GNT's family ownership provides stability and long-term commitment, enabling it to make strategic decisions to futureproof supplies. These include ambitious sustainability commitments and investments in long-term stockholding. The company supports its customers throughout every stage of the product development process, including concept innovation, color selection and matching, stability testing, upscaling, regulatory matters, and quality documentation.