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## PRESS RELEASE

### **GNT to highlight potential of plant-based EXBERRY® Coloring Foods at Alimentaria Foodtech 2023**

GNT will demonstrate how EXBERRY® colors created from fruit, vegetables, and plants can deliver a full spectrum of vibrant shades at Alimentaria Foodtech 2023 (26-29 September, Barcelona).

EXBERRY® Coloring Foods are plant-based concentrates made from edible raw materials such as carrots, blueberries, and turmeric using physical processes and water. As a result, they qualify for cleaner and clearer label declarations and do not require E-numbers.

Exhibiting at Stand A231, GNT will show Alimentaria Foodtech visitors how EXBERRY® can be used to replace artificial colors and additives such as carmine in almost any food and beverage application.

Carla Compte, Sales Manager at GNT Iberia, said: “Based on the straightforward concept of coloring food with food, EXBERRY® meets modern consumer demands for visually appealing products with natural, easy-to-understand ingredient lists. Visit our stand and get a taste for how our clean-label colors can deliver the perfect solution for your products.”

GNT has a vertical supply chain to provide the non-GMO fruits, vegetables, and plants used to create EXBERRY® Coloring Foods, with cultivation and harvesting monitored by the company’s agricultural engineers.

Carla Compte added: “Our vertical approach means we can maintain the highest level of quality while also guaranteeing year-round availability for all EXBERRY® concentrates. In addition, it ensures our crops are fully traceable and grown using the natural, sustainable methods that consumers want to see.”

*Alimentaria Foodtech takes place at Barcelona’s Fairground Gran Via (Pavilion P2, Level 0). For more information, visit: [www.alimentariafoodtech.com](http://www.alimentariafoodtech.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.