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PRESS RELEASE

GNT expands certified organic EXBERRY® color range with new vibrant pink

GNT has extended its plant-based EXBERRY® Organics portfolio with the launch of a new pink color that delivers bright shades in a wide range of food and beverage applications.

EXBERRY® Organics Brilliant Pink is a liquid-based concentrate made from purple sweet potatoes grown in compliance with both EU and US organic standards. It is created using physical processing methods and supports simple label declarations, such as “concentrate (sweet potato*)” (*from certified organic agriculture) in the EU and “organic vegetable juice for color” in the US.

The new shade provides a vibrant pink color and is designed to perform well in formulations that require high heat processing. It is well-suited to low-pH applications including beverages, gummies, chewy toffees, frozen desserts, yogurt, and fruit preparations.

Anne van der Meijde, Product Manager at GNT Group, said: “The organic sector is seeing renewed interest as consumers look for more natural and sustainable food and drink, but there can be a perception that these products are less indulgent. EXBERRY® Organics Brilliant Pink helps manufacturers create attractive, appetizing organic products without having to compromise on the ingredient list.”

The EXBERRY® Organics range features a broad spectrum of shades, including pink, red, purple, blue, green, orange and yellow. This gives manufacturers the tools they need to match both visual and technical requirements across product categories.

Anne van der Meijde said: “At GNT, we pride ourselves on offering a wide range of plant-based coloring solutions to meet different application requirements. Our experts will work with manufacturers to select the best coloring solution for their project needs and help them achieve the results they need.”

For more information about EXBERRY®, visit: www.exberry.com

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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.