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PRESS RELEASE: GULFOOD MANUFACTURING 2019

EXBERRY® Coloring Foods deliver clean label appeal in Gulf markets

GNT Group will showcase the benefits of EXBERRY® Coloring Foods at Gulfood Manufacturing 2019 – with an emphasis on interaction.

Exhibiting on Booth S1-B58, under the theme of 'Love Color', GNT will give visitors the opportunity to add a range of EXBERRY® colors to clear beverage formulations so they can assess their visual impact first-hand.

EXBERRY® Coloring Foods deliver on appearance, performance and clean label appeal. They are obtained from fruits, vegetables and edible plants and made using gentle, physical processes such as pressing, chopping, filtering and concentrating, with no chemical solvents. Fully Halal-certified, they can impart almost any color shade to beverages and are ideally suited for industrial use.

For food and beverage companies in the Gulf region, EXBERRY® colors are backed by GNT's industry-leading customer service, with full technical support provided throughout the product development process. This ensures product formulation (or reformulation) with Coloring Foods is as smooth as possible.

Santhosh Thankappan, Sales Director GNT Middle East, said: "Consumers in the Gulf region are becoming more curious about how food and beverage products are manufactured. In turn, scrutiny of product labels and ingredients lists is intensifying."

He continued: "Against this backdrop, plant-based EXBERRY® Coloring Foods offer cleaner, clearer and simpler label declarations that are aligned with the preferences and priorities of today's shoppers."

Gulfood Manufacturing takes place at the Dubai World Trade Center, 29-31 October 2019. For more information, visit gulfoodmanufacturing.com.

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About EXBERRY®

EXBERRY® is the global market leader in Coloring Foods. The brand is synonymous with high performance color solutions based on the most natural concept of coloring food with food. EXBERRY® concentrates are manufactured from fruit, vegetables and edible plants using only gentle physical methods such as chopping, boiling and filtering. 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, which ensures full traceability, price and stock stability. 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 1,900 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 and process-engineering expertise in delivering solutions from fruit, vegetables and edible plants. GNT 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.