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PRESS RELEASE: FOOD INGREDIENTS ASIA-THAILAND 2019

GNT showcases plant-based color concepts for Asian markets

Plant-based Coloring Foods that appeal to Asia's health-conscious consumers will be the focus for GNT at Food Ingredients Asia-Thailand (11-13 September 2019, Bangkok).

Seven in ten consumers in Asia-Pacific say claims relating to 'no artificial ingredients' are important to them.¹ GNT has created new concepts showing how its EXBERRY® range of Coloring Foods helps manufacturers meet this need, while also creating "instagrammable" products that stand out on the shelf.

The concepts include rainbow noodles colored with plant-based coloring foods such as carrots, sweet potato and spirulina. They demonstrate why EXBERRY® Coloring Foods are ideal for instant noodles, as well as applications such as dim sum and wonton skins.

Meanwhile, GNT can help manufacturers meet growing demand in Thailand for colored breadcrumbs in meat and fish products. It will also be showcasing colored breadcrumb concepts demonstrating that EXBERRY® Coloring Foods are the perfect clean label solution for these products.

Other GNT concepts on show at Food Ingredients Asia-Thailand include a black lemonade, a key lime mojito, a Thai milk tea, and a toffee oolong milk tea with black pearls. As well as offering alternatives to artificial colorants, they are designed to create products that look good on social media.

Victor Foo, General Manager at GNT Singapore, said: "These innovative concepts show how our EXBERRY® range can be used to create boldly colored products. They are the perfect way to meet the needs of Southeast Asia's increasingly health-conscious consumers, and to adapt to restrictions on artificial colors. Additionally, they allow the creation of visually appealing products that help manufacturers respond to the 'adventurous consumer' and 'instagrammability' trends."

GNT will be exhibiting at Food Ingredients Asia-Thailand on Booth E20 in Hall 101.

ENDS

¹ FI Global, 'Demand for natural ingredients in SEA'

<https://www.figlobal.com/asia-indonesia/visit/news-and-updates/demand-natural-ingredients-sea>

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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 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 1,400 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. 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.