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## PRESS RELEASE

### **GNT to present its vibrant rainbow of clean-label EXBERRY® colors at Gulfood Manufacturing 2023**

GNT will show visitors how plant-based EXBERRY® colors can provide the perfect choice for today's health-conscious consumers at Gulfood Manufacturing 2023 (7-9 November, Dubai World Trade Centre).

Research carried out by McKinsey & Company in 2022 shows conscious eating is on the rise in the Middle East. Like their global peers, the region's consumers are increasingly checking product labels and seeking out healthier options.<sup>1</sup>

At Gulfood, GNT (Hall 6, Stand 641) will demonstrate how its portfolio of plant-based colors can help manufacturers create vibrant food and drink that matches up to demands for natural ingredient lists.

EXBERRY® Coloring Foods are edible food concentrates made from non-GMO fruits, vegetables, and plants using traditional physical processing methods. They are fully Halal-certified and qualify for the clean and clear label declarations that modern shoppers want to see.

Santhosh Thankappan, Sales Director at GNT Middle East, said: "Middle Eastern consumers are paying more attention to what they eat and drink as they prioritize their health and wellbeing. Our EXBERRY® concentrates make it possible for brands to create vibrant products using plant-based ingredients that shoppers know and trust."

GNT will highlight how EXBERRY® is being used in a range of market examples worldwide as well as offering attendees the chance to sample a selection of colorful ice creams.

The company's dedicated in-house experts will also be on hand throughout the event to provide insight and advice into how EXBERRY® can be used to support different project requirements.

Santhosh Thankappan added: "GNT is a global market leader in plant-based colors. We offer more than 400 clean-label shades covering the whole rainbow and they can be used in almost any food and drink application. Join us at Gulfood to find out more about how EXBERRY® can benefit your products."

*For more information about Gulfood Manufacturing 2023, visit:*  
[www.gulfoodmanufacturing.com](http://www.gulfoodmanufacturing.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.

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<sup>1</sup> McKinsey & Company 'How to win in the Gulf's dynamic consumer and retail sectors' (September 2022)