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## PRESS RELEASE

### **GNT to showcase EXBERRY® Coloring Foods' plant-based potential at ProSweets Cologne**

GNT will highlight how its EXBERRY® Coloring Foods can help confectionery and snack manufacturers meet the soaring demand for plant-based products at ProSweets Cologne 2020 (2-5 February).

Made from fruit, vegetables and edible plants, EXBERRY® Coloring Foods are an ideal option for manufacturers seeking to tap into a trend that saw vegan confectionery product launches increase by 140% from 2013 to 2017.<sup>1</sup>

Petra Thiele, Managing Director for GNT Europa GmbH, said: "Our EXBERRY® Coloring Foods are a perfect solution for plant-based products, and with more than 400 shades to choose from the creative possibilities are endless. Visit our stand and get a taste for how EXBERRY® can help you find the ideal solution for your products."

At ProSweets Cologne, GNT (Stand G011, Hall 10.1) will highlight Shades of Aqua, its key food and beverage color trend for 2020. Part of the Love Color initiative, it will see vivid blues and greens driving innovation and providing various possibilities to create Instagrammable products that stand out of the crowd.

The company will also offer a range of ways to experience EXBERRY® Coloring Foods. Visitors will be given the chance to sample confectionery-based 'sushi' and to discover the remarkable color strength of EXBERRY® by adding different shades into plant-based yogurt.

GNT's experts will be on hand throughout the event to discuss how Coloring Foods can be used to meet visitors' specific project requirements.

**ENDS**

**For more information, contact:**

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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, heating 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 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.

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<sup>1</sup> Mintel