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PRESS RELEASE

EXBERRY® by GNT to highlight the power of plant-based colors at CFIA Rennes

GNT will demonstrate how food and beverage brands can use plant-based EXBERRY® colors to build powerful connections with modern consumers at CFIA Rennes 2023 (14th to 16th March).

EXBERRY® colors are clean-label concentrates made from edible fruits, vegetables, and plants. Based on the concept of coloring food with food, they can deliver vibrant shades from across the rainbow in almost any application.

At CFIA, GNT (Hall 4, Booth C24.D23) will show visitors how EXBERRY® can be used to create cutting-edge products that appeal to shoppers on a deeper level.

The company's Power of Color research project has been developed to provide unique insights into how color can drive product success. It explores consumer motivations and psychology as well as examining the latest market trends across categories.

Baptiste Mattelin, Managing Director of GNT France, said: "Our research empowers brands to make color choices that truly resonate with their target audience. We'll be talking to CFIA visitors about how they can work with us to create bespoke solutions for their market requirements using EXBERRY® concentrates."

GNT's experts will also highlight the advantages of EXBERRY® colors at CFIA. The company uses a system of vertical integration that enables it to monitor and control every aspect of its supply chain. This approach allows GNT to ensure its products are fully traceable and available all year-round.

The raw materials are also processed into concentrates using traditional, physical processing methods with no chemical solvents. This means they can be eaten by the spoonful and are considered to be food ingredients rather than additives across the EU.

Baptiste Mattelin added: "EXBERRY® colors are the ultimate clean-label solution. They are vegan-friendly, halal, kosher, and do not require E numbers. Our vertical supply chain also enables us to guarantee the quality and year-round availability of our products, so customers never have to face any unwelcome surprises."

CFIA takes place at the Parc Expo in Rennes from 14th to 16th March 2023. For more information about the event, visit: <https://www.cfiaexpo.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.