

21 January 2021

## PRESS RELEASE

### **GNT and Anshul sign distribution agreement as Food Safety & Standards Authority of India publishes new standard for Coloring Foods**

GNT International has appointed Anshul Life Sciences to distribute its EXBERRY® Coloring Foods across India. The agreement follows publication of a notification of a new standard for Coloring Foods by the Food Safety & Standards Authority of India (FSSAI) on 29<sup>th</sup> December 2020.

The standard paves the way for the use of EXBERRY® in food and beverage products in the Indian market. It covers colorants derived from fruits, vegetables, spices and herbs using non-selective water-based extraction methods that retain the original characteristics of the source material.

Paul Collins, Director of International Sales & Marketing at GNT said: “We’ve worked for many years to achieve the publication of a standard for Coloring Foods in India, so we are delighted the FSSAI has issued this notification. Our co-operation with Anshul Life Sciences means food and beverage companies in India will now have direct access to EXBERRY®, enabling them to tap into growing demand for clean-label products. Anshul is a pro-active and innovative ingredients company and the perfect fit for GNT as we look to increase our presence in India.”

Aloke Isharani, VP of Anshul Life Sciences, added: “Market and regulatory conditions mean that now is an excellent time for India’s food and beverage companies to look at the benefits of using EXBERRY® Coloring Foods. They are aligned with consumer trends and backed by GNT’s technical expertise, offering a total solution for formulating products that look fantastic. GNT’s commitment to sustainability is also impressive and aligns perfectly with our own values at Anshul.”

Food and beverage businesses in India will be expected to comply with the new standard by 1 July 2021. To see the notification, click [here](#) (see page 35).

**ENDS**

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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.

**About Anshul Life Sciences**

Anshul Life Sciences 'ALS' is a partnership firm established in 1978 by Ashwin Shroff and Ashok Isharani families. ALS mission is to be an innovative solution provider and market leader offering specialty ingredients for Food & Beverages, Nutraceuticals, Pharmaceuticals, and Personal Care industries. ALS operates via strategically located warehouses, offices, and 80+ technically qualified staff, ensuring pan-India coverage. The firm's warehouses are located in Bhiwandi, Hyderabad and Ahmedabad and it has offices in Mumbai, Ahmedabad, Hyderabad, Bangalore, Chennai, Kolkata, and Chandigarh. All warehouses are ISO 9001:2015 and 18001 certified and staff are fully trained with best practices. ALS has three application labs: pharma, personal care, and food & nutraceuticals. Capabilities include conducting feasibility studies, assessing product performance, and developing prototype product concepts for customers. ALS strategy is to identify innovative global trends, partner with leading suppliers, and provide unstinted value and service to customers.