

PRESS RELEASE

GNT Brings Bold Plant-Based Colors and Immersive Snack Experience to IFT 2025

Dallas, NC – June 16, 2025 – GNT is inviting IFT FIRST 2025 (July 13-16, Chicago) attendees to explore how its plant-based EXBERRY® colors are helping brands successfully reformulate away from synthetic dyes—without sacrificing visual appeal.

As regulatory pressures mount and clean-label expectations rise, manufacturers in the U.S. and beyond are seeking out effective alternatives to Red 3 and other FD&C dyes.

At Booth #S1825, visitors can experience GNT’s “Color Your Snack Adventure,” an interactive snack bar that pairs bold EXBERRY® shades with creative seasonings. Sweet and savory snack bases will be transformed with options like pizza ranch (orange), honey miso (yellow), dill pickle (green), hibiscus chile (purple), and passionfruit orange guava (pink).

“Our build-your-own snack bar is more than a flavor playground, it’s a proof of concept that shows how EXBERRY® colors can bring products to life,” said Alice Lee, Technical Marketing Manager at GNT USA. “As FD&C regulations evolve, we’re helping brands stay ahead with plant-based colors that offer both visual impact and label transparency.”

EXBERRY® colors are made from non-GMO fruits, vegetables, and plants and support simple U.S. label declarations like “fruit and vegetable juice for color.” Their versatility allows for use in nearly any food or beverage matrix—from snacks to sodas to dairy.

GNT has pioneered plant-based color innovation for nearly five decades, working closely with over 300 farmers to ensure full supply chain transparency and quality from seed to shelf. With expanding U.S. manufacturing and a state-of-the-art Customer Experience Center in Dallas, NC, GNT supports its customers with tailored solutions, including pilot testing, technical guidance, and regulatory expertise.

Jeannette O’Brien, VP of Sales and Marketing at GNT USA, said: “At GNT, we go beyond supplying clean-label colors. We collaborate closely with manufacturers to help them succeed at every stage of development and commercialization. With the conversation around FD&C dyes intensifying, we’re uniquely positioned to guide brands through this pivotal moment. We’re excited to welcome visitors to Booth #S1825 for a firsthand taste of what plant-based color can achieve.”

Attendees will be able to connect directly with GNT’s technical and application experts throughout IFT for personalized consultations.

GROWING COLORS



For more information about EXBERRY® by GNT at the IFT Food Expo, visit:

<https://www.iftevent.org>

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About EXBERRY® by GNT

EXBERRY® is the leading brand of natural coloring solutions for the food and beverage industry, derived from fruits, vegetables, and edible plants. With a commitment to sustainability and innovation, EXBERRY® empowers brands worldwide to offer products that attract visually, engage emotionally, and satisfy ecologically. We partner with forward thinking brands who are leading with color.