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PRESS RELEASE

Regeneration Rising: EXBERRY® by GNT highlights consumers' growing eco-consciousness and new color directions inspired by nature

A new era of conscious consumption is creating a shift toward more sustainable ingredients and eye-catching color palettes influenced by the natural world, according to GNT.

GNT, which supplies plant-based EXBERRY® colors, has identified “Regeneration Rising” as a key trend in the food and drink sector. The company’s analysis explores the growing global appreciation for the natural world and desire to protect the planet. This mindset is now intensifying the focus on the origins of raw materials and sustainable production.

The Regeneration Rising trend is also inspiring new color palettes as brands seek to convey instinctive messages about how their products are created. The use of visually impactful colors that can be found growing on land and in the sea helps manufacturers to showcase products’ eco-credentials and build emotional connections with consumers.

GNT has identified three new color directions in line with the trend. “Elevated Earth” involves earthy shades from red-browns and warm oranges to textured purples and inky teals, elevating products with an organic but premium look and feel. “Nature Lab” is about pushing the boundaries of what is considered natural and features a kaleidoscopic spectrum of green, pink, red, yellow, orange, and blue. Finally, “Wholesome Nostalgia” features yellows, greens, blues, peaches, and pinks that range from velvet-like to milky, translucent, muted, and dreamlike.

Dieuwertje Raaijmakers, Marketing Communications Specialist at GNT Group, said: “Consumers of all ages are developing a much stronger interest in sustainability and rebuilding their relationships with the natural world. To appeal to these shoppers, food and beverage companies have to showcase their commitment to the planet. Color can play an important role in telling that story, helping brands create appealing products that send out strong visual signals about how they’re produced.”

GNT has set out an ambition to lead the food coloring industry on sustainability. The company creates its EXBERRY® colors from fruits, vegetables, and plants and has set out a series of ambitious targets to optimize its environmental and social impacts at every stage of the value chain.

Dieuwertje Raaijmakers said: “Our plant-based EXBERRY® colors can be used to deliver a full spectrum of shades while supporting products’ sustainability credentials. They allow brands

GROWING COLORS

EXBERRY[®]

to create products that tap into the new trends for earthy, rich, and dreamlike colors inspired by the planet.”

For more information about EXBERRY[®] and Regeneration Rising, visit: www.exberry.com

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About EXBERRY[®]

EXBERRY[®] is a leading global brand of plant-based, sustainable colors for food and drink. The EXBERRY[®] portfolio includes a complete spectrum of shades created from non-GMO fruit, vegetables, and plants. They are available in a wide range of formats and suitable for almost any application, including confectionery, dairy, bakery, soft and alcoholic beverages, cereals, snacks, sauces, savory, and plant-based meat, seafood, and dairy. EXBERRY[®] colors are trusted by many of the world’s leading food and beverage manufacturers for their vibrancy, versatility, stability, ease of use, and strong sustainability credentials.

About GNT Group

Founded in 1978, GNT is a family-owned company pioneering in the creation of plant-based, sustainable ingredients. It is headquartered in Mierlo, The Netherlands, with additional offices in Europe, North and South America, Asia, and the Middle East. GNT’s family ownership provides stability and long-term commitment, enabling it to make strategic decisions to futureproof supplies. These include ambitious sustainability commitments and investments in long-term stockholding. The company supports its customers throughout every stage of the product development process, including concept innovation, color selection and matching, stability testing, upscaling, regulatory matters, and quality documentation.