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PRESS RELEASE

GNT to showcase plant-based EXBERRY® colors as alternatives to synthetic dyes at Fi Asia 2025

GNT will show how its plant-based EXBERRY® colors can provide a vibrant, natural alternative to synthetic dyes at Fi Asia Thailand 2025 (Bangkok, September 17-19).

There is clear consumer demand for natural colors in Asia Pacific. Research carried out by FMCG Gurus shows 65% of shoppers across the region say it is important that the colors in food and drink are natural. In addition, six in ten say they have become more attentive to ingredient listings over the last 12 months.¹

EXBERRY® colors are made from non-GMO fruits, vegetables, and plants. They can be used to achieve a complete spectrum of vibrant shades in food and drink while supporting natural ingredient declarations.

At Fi Asia Thailand, GNT (Booth Q02) will bring the EXBERRY® rainbow to life with a variety of eye-catching applications. Visitors will be able to talk to the company's experts throughout the event about their individual project requirements and the latest color trends.

Andreas Thiede, General Manager of GNT Singapore Pte Ltd., said: "EXBERRY® colors are the perfect replacement for synthetic dyes. We have nearly 50 years' experience with plant-based colors and can help brands make the switch with a minimum of fuss. We'll walk visitors through this journey at our booth and show how vibrant and colorful EXBERRY® can be."

A growing number of Asian food and beverage brands have already switched to plant-based colors over recent years to meet local consumer demand for natural ingredients. Between 2020 and 2024, natural colors were used in more than twice as many food and beverage launches as synthetic dyes across the region.²

Andreas Thiede added: "More and more manufacturers are now making the move to natural colors. Our plant-based, sustainable EXBERRY® colors offer a futureproof solution for local markets and beyond, supporting simple label declarations while delivering vibrant and stable shades."

Fi Asia Thailand takes place at the Queen Sirikit National Convention Center (QSNCC) in Bangkok. For more information, visit: <http://www.figlobal.com/asia-thailand>

¹ FMCG Gurus 'Custom Survey – Global and Regional – Clean Label & Naturalness' (June 2025)

² Innova New Product Database, Asia/Australasia, January 2020-December 2024

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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 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.