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## **PRESS RELEASE – FOOD INGREDIENTS ASIA-CHINA 2019**

### **GNT showcases Coloring Foods that meet Chinese Group Standards**

Natural coloring ingredients that meet China's Group Standards for Coloring Foods will be the focus for GNT at Food Ingredients Asia-China (19-21 June 2019, Shanghai).

Exhibiting on Stand 41M30, GNT will highlight how it can help manufacturers replace artificial colors and animal-based colors such as carmine with EXBERRY® Coloring Foods that fully comply with the standards, which were drawn up by the China National Food Industry Association.

They stipulate that Coloring Foods must be produced from natural raw food materials, such as fruits, vegetables, plants and algae, using physical processes only. Additionally, the characteristic properties of the raw materials such as flavor, nutrition and coloring constituents must be retained. EXBERRY® colors meet these criteria and can be declared on labels simply as, for example, 'Coloring Food (Concentrate of Carrot)'.

GNT's Coloring Foods are also the ideal solution for manufacturers who want to address health concerns by eliminating grapeskin extract from their formulations. The company offers a full package of technical support to help to overcome any production challenges associated with switching away from grapeskin extract.

Maartje Hendrickx, Market Development Manager at GNT, said: "The new Group Standards in China provide clear rules for Coloring Foods. They also align with what consumers prefer to see in ingredients lists. Food and beverage companies that visit GNT's stand at Food Ingredients Asia-China 2019 will have the perfect opportunity to find out how they can comply with these standards and win consumers' trust."

She continued: "GNT's Coloring Foods are available in more than 400 shades that meet the latest market trends. In addition, our application experts are available to help manufacturers develop new products and formulation processes. Choosing GNT Coloring Foods ensures that consumer and regulatory demands for the very best natural, safe ingredients are comfortably met."

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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, boiling 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.