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## PRESS RELEASE

### **Plant-based breakthrough: New carrot-based EXBERRY® color enables red meat alternatives to change shade during cooking**

A breakthrough development from EXBERRY® Coloring Foods supplier GNT means manufacturers can now create clean-label red meat alternatives that change color during the cooking process.

Made from carrots and emulsifier-free, the EXBERRY® Compound Red range allows plant-based products to imitate the color of raw meat before appearing to become rare, medium, or well done when heated.

The range can be used in combination with different EXBERRY® Coloring Foods to create tailor-made shades for meat substitute products including burgers, sausages, minced meat, and meatballs.

The innovation is the result of GNT's investment in and collaboration with ETH Zurich spin-off company microPow, which developed a patented technology to encapsulate ingredients. The natural encapsulation solution melts when the temperature increases to release the color concentrate.

Developing meat substitutes that match up to modern consumer expectations has previously proved a significant challenge for manufacturers. Research shows that replicating the appearance and behavior of animal protein is essential to maximize plant-based products' appeal, particularly among those who also eat meat.<sup>1</sup> However, 69% of consumers worldwide also say it is important that meat substitutes are naturally formulated.<sup>2</sup>

With the launch of EXBERRY® Compound Autumn Red and EXBERRY® Compound Fall Forest Red, it is now possible to create highly realistic red meat alternatives while supporting the clean and clear ingredient lists that shoppers demand.

Frederik Hoeck, Managing Director at GNT Group, said: "Today's consumers want clean-label meat substitutes that look and behave just like animal products – and the EXBERRY® Compound Red range can provide the perfect solution. It allows products to mimic the appearance of animal protein both before and after cooking, opening up exciting new possibilities for the next generation of plant-based meat."

Based on the principle of coloring food with food, EXBERRY® products are made from edible fruit, vegetables, and plants using gentle, physical processes such as chopping and boiling.

To ensure the highest level of quality and year-round availability, GNT controls the entire EXBERRY® supply chain, with cultivation and harvesting monitored by the company's agricultural engineers.

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**About EXBERRY®**

EXBERRY® is the global market leader in Coloring Foods – plant-based concentrates manufactured from edible fruit, vegetables, and plants using only gentle physical methods such as chopping, boiling, and filtering. EXBERRY® is synonymous with high-performance color solutions based on the most natural concept of coloring food with food. 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. The vertical supply chain provides benefits including full traceability as well as price and stock stability. GNT is committed to driving industry standards higher by ensuring EXBERRY® Coloring Foods deliver on cost-in-use, performance, naturalness, and sustainability. 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 2,000 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 combined with first-rate process-engineering expertise. GNT delivers a full range of color concentrates sourced exclusively from edible fruits, vegetables, and plants. Sustainability is a key priority for GNT and the company has set a series of ambitious targets for 2030 to optimize its environmental and social impacts. The company 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.

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<sup>1</sup> He, J. et al. 'A review of research on plant-based meat alternatives: Driving forces, history, manufacturing, and consumer attitudes' Comprehensive Reviews in Food Science and Food Safety (2020)

<sup>2</sup> FMCG Gurus 'Meat & Plant-Based – Global Report' (2022)