

1<sup>st</sup> November 2019

## **PRESS RELEASE: Food Ingredients Europe**

### **EXBERRY® Coloring Foods offer perfect match for top consumer trends**

GNT Group will demonstrate how its EXBERRY® Coloring Foods are perfectly placed to meet some of the biggest global market trends at Food Ingredients Europe (3-5 December 2019 in Paris).

With a selection of eye-catching vegan burgers, pastries and drinks on offer at stand 6C80, GNT will showcase how its EXBERRY® Coloring Foods help manufacturers align with modern trends such as clean label, plant-based, Instagrammability and organic.

Visitors to the stand will also discover the new focus color for GNT's latest "Love Color" campaign, which will reflect public feeling for 2020.

GNT's Director of International Sales and Marketing, Paul Collins, said: "Consumer needs are increasingly complex, and food and beverage manufacturers face more challenges than ever. Alongside the growing demand for visually attractive, 'Instagrammable' products, consumers are increasingly taking an interest in the link between food and social responsibility. EXBERRY® Coloring Foods are plant-based, vegan-friendly, halal and kosher, and with an unrivalled range of shades, they encapsulate the best of all worlds."

EXBERRY® Coloring Foods enable manufacturers to connect with consumer demands across many areas, including:

#### **Clean label**

With consumers paying more attention to ingredient lists, it is more important than ever to offer clean-label products. EXBERRY® Coloring Foods support clean and clear labelling and are considered foods in their own right – to the extent that they can be consumed safely at any point during the production process.

#### **Plant-based diets**

Flexitarian, vegetarian and vegan diets are on the rise across Europe<sup>1</sup> and demand for plant-based colors is growing every year. EXBERRY® Coloring Foods are obtained from fruits, vegetables and edible plants and manufactured using water and gentle, physical processes such as pressing, chopping, filtering and concentrating.

#### **Instagrammability factor**

When it comes to the power of social media in the food and beverage industry, the numbers don't lie.<sup>2</sup> Modern consumers are increasingly on the lookout for eye-catching products that

inspire emotions and can create a buzz on Instagram. EXBERRY® offers the widest range of Coloring Foods on the market, comprising more than 400 shades.

**Organic trend**

Mintel research shows that 17% of food and drink products launched in Europe in the last decade have carried an organic claim.<sup>3</sup> To meet growing demand for organic products, GNT offers EXBERRY® Organics, which are certified according to recognized EU organic standards and include blues, reds, yellows, oranges and purples.

Food Ingredients Europe takes place in Paris from 3-5 December 2019. The company's dedicated in-house experts will be on site to provide insight and advice into how EXBERRY® Coloring Foods can meet consumer demand in different regions around the globe. For more information about the tradeshow, visit <https://www.figlobal.com/fieurope/>.

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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 1,900 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.

GROWING COLORS



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<sup>1</sup> <https://www.europeandatajournalism.eu/eng/News/Data-news/Europe-is-going-veg>

<sup>2</sup> <https://www.socialmediatoday.com/social-networks/psychology-foodstagramming>

<sup>3</sup> <https://www.mintel.com/press-centre/food-and-drink/eating-with-a-conscience-almost-a-fifth-of-all-food-and-drink-launches-in-europe-are-organic>