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PRESS RELEASE

EXBERRY® by GNT to highlight the power of plant-based colors with multisensory sundae bar experience at IFT 2023

DALLAS, NC – GNT will showcase how its bright and versatile EXBERRY® plant-based colors can be used to create bold, on-trend food and drink innovations at IFT FIRST 2023 in Chicago (16-19 July).

At Booth #S0448 visitors will experience a multisensory, build-your-own sundae bar that demonstrates the wide-ranging possibilities with EXBERRY®. The bar will offer orange creamsicle-inspired ice cream, and cherry-flavored plant-based ice cream, along with toppings such as pink whipped cream, rainbow sprinkles, cookie crumbles, gummies, and fruit sauce.

The sundae bar will also feature the launch of EXBERRY® Shade Vivid Orange – OS, an oil-soluble clean-label color made from paprika that provides vibrant orange hues in fat-based sweet and savory applications as well as seasoning mixes.

Jeannette O'Brien, Vice President of GNT USA, said: "EXBERRY® enables brands to deliver eye-catching shades while meeting the growing demand for ingredients that feel authentic, transparent, and familiar. The sundae bar tasting experience shows how plant-based colors can be used alongside different flavors, textures, and temperatures to create innovative products with clean labels."

The EXBERRY® portfolio offers plant-based shades spanning the entire rainbow, with solutions for virtually any food and beverage application. They are non-GMO, vegan-friendly, halal-certified, and kosher-certified. In addition, certified organic products are available.

O'Brien added: "EXBERRY® offers an adaptable color solution that allows brands to achieve maximum consumer acceptance. This includes the opportunity for product developers to collaborate and work hands-on with our technical experts and culinary teams. We're ready to partner with industry trailblazers by providing comprehensive support throughout every aspect of innovation."

For more information about IFT 2023, visit: www.iftevent.org

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For more information, contact:

Richard Clarke, Ingredient Communications
richard@ingredientcommunications.com

About EXBERRY[®] by GNT

EXBERRY[®] by GNT is the global market leader for natural color solutions, offering plant-based color concentrates derived from non-GMO fruits, vegetables and edible plants. Renowned for its high performance and versatility, the EXBERRY[®] portfolio includes over 400 shades suitable for virtually every food and drink application including confectionery, beverages, dairy foods, bakery and savory products.

Founded in 1978 and headquartered in Mierlo, The Netherlands, GNT's pioneering sustainability initiatives include ambitious 2030 targets that will optimize its environmental and social impacts. With customers in 75 countries, GNT is committed to elevating industry standards to ensure that its bright and stable colors deliver on cost, performance, naturalness and sustainability. Today, EXBERRY[®] by GNT is the preferred color solution for over 2,000 food and beverage companies who choose EXBERRY[®] to deliver trust and the highest level of transparency to their consumers.

GNT's expansion of the new Customer Experience Center in North Carolina offers North American-based clients an unprecedented opportunity to work closely with the technical and culinary teams. Their hands-on workshops are designed to train, ideate and co-create alongside innovators to drive speed to market for clean and transparent coloring solutions that today's modern consumers seek.