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PRESS RELEASE

Spirulina breakthrough: New EXBERRY® powders deliver naturally intense blues

Coloring Foods supplier GNT Group has developed a range of blue powders derived from spirulina with significantly higher color intensity. They are available in both standard and micronized powder form.

The new EXBERRY® high intensity blues are offered with a choice of carriers, including maltodextrin or sugar. They are guaranteed to be trehalose-free, ensuring good levels of consumer acceptance.

Food and beverage manufacturers can use the new powders to formulate products with high intensity blues from a natural and traceable source – and at reduced doses. They offer superior solubility and stability in a number of applications. In addition, they are particularly suitable for incorporating into instant beverages, hard-panned products, fondant, white chocolate and pressed tablets.

Sonja Scheffler, Product Manager at GNT, said: “The challenge of achieving vibrant blue colors in food using only ingredients from a natural origin is well understood. However, naturalness is what consumers are demanding so there is pressure on manufacturers to deliver that. Our new high intensity blue powders from spirulina will make it significantly easier to do so at lower doses without compromising on important product performance factors such as solubility and stability.”

GNT produces Coloring Foods from spirulina in its state-of-the-art, dedicated facility in Mierlo, Netherlands. In a recent investment program, the company doubled its spirulina processing capacity, consolidating EXBERRY® as leader in the market for blue Coloring Foods, which have traditionally been notoriously difficult to produce. Spirulina is a blue-green algae, valued for its coloring and nutritional properties and is widely and safely consumed globally.

EXBERRY® Coloring Foods are coloring ingredients obtained from fruits, vegetables and edible plants using gentle, physical processes such as pressing, chopping, filtering and concentrating. The products retain the characteristic properties of the source material and the concentrates are not selectively extracted. Consequently, within the EU they are not classed as food additives but foods with coloring properties and, therefore, qualify for cleaner and clearer labelling declarations. Made with GNT’s own innovative processes, they can impart almost any color shade to foods and beverages and are ideally suited for industrial use.

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

ENDS

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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. 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.

Important information for food & beverage manufacturers:

- EXBERRY® Coloring Foods are produced from fruit and vegetable concentrates. According to US Food & Drug Administration (FDA) regulations, any amount of sugar in fruit or vegetable concentrates above that normally found in an equivalent volume of 100% juice must be labelled as added sugar.
- While EXBERRY® Coloring Foods are derived from fruit and vegetables, in the USA all color ingredients are classified as food additives, regardless of their original source.
- Always check local regulations before making labelling claims, or contact GNT for further information tailored to your requirements.