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PRESS RELEASE

GNT hails China's new industry standard for Coloring Foods

EXBERRY® color supplier GNT has welcomed China's decision to introduce an official industry standard for Coloring Foods.

"Coloring Food Ingredients for the Food Industry (QB/T6500-2024)" came into force nationwide on May 1, 2025, and regulates their production, use, and labeling. It has been developed by the China National Food Industry Association (CNFIA) and China's Ministry of Industry and Information Technology (MIIT) alongside GNT and other relevant experts and stakeholders.

Coloring Foods – which were developed by GNT in 1978 – are plant-based, edible concentrates and are used to deliver color to food, drink, and supplements. China's new industry standard stipulates that they must be made from fruits, vegetables, plants, or algae that are normally consumed as foodstuffs.

In addition, Coloring Foods can only be created using physical processing methods and without the use of chemical solvents. Unlike most natural coloring solutions, these products must retain the key properties of the raw materials, including color, taste, and nutritional value. Rigorous testing and quality control measures are also required to ensure that all Coloring Food ingredients meet the highest safety standards.

Due to the way they are produced, the standard classifies Coloring Foods as ingredients rather than additives. This means they qualify for clean and clear label declarations with wordings that reflect the coloring characteristic and the function, such as "carrot coloring ingredient."

Silke Fallah, Head of Global Regulatory Affairs at GNT Group, said: "This industrial standard is an important step forward for Coloring Foods and a great achievement for getting regulatory clarity for the Chinese market."

Prior to the introduction of the industry standard for Coloring Foods, Chinese manufacturers had relied on a voluntary group standard. It was issued by the CNFIA in 2017 and gained a high degree of recognition but lacked official industry endorsement.

The CNFIA submitted a project application for the industry standard in 2019 and received approval for its development the following year. It applies to all manufacturers selling food and drink in China and covers issues including technical requirements, inspection rules, labeling and packaging, storage, and transportation of Coloring Food ingredients.

Andreas Thiede, APAC General Manager for GNT Group, said: “Coloring Foods are becoming increasingly popular in China as consumers seek out cleaner labels, so we’re delighted that they now have official industry recognition. Our plant-based EXBERRY® color portfolio includes a complete spectrum of Coloring Foods that are fully compliant with the new standard. We’re excited to be able to help manufacturers across China take advantage of this key development.”

For more information about EXBERRY®, visit: www.exberry.com

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About EXBERRY®

EXBERRY® is a leading global brand of plant-based, sustainable colors for food and drink. The EXBERRY® portfolio includes a complete spectrum of shades created from non-GMO fruit, vegetables, and plants. They are available in a wide range of formats and suitable for almost any application, including confectionery, dairy, bakery, soft and alcoholic beverages, cereals, snacks, sauces, savory, and plant-based meat, seafood, and dairy. EXBERRY® colors are trusted by many of the world’s leading food and beverage manufacturers for their vibrancy, versatility, stability, ease of use, and strong sustainability credentials.

About GNT Group

Founded in 1978, GNT is a family-owned company pioneering in the creation of plant-based, sustainable ingredients. It is headquartered in Mierlo, The Netherlands, with additional offices in Europe, North America, Asia, and the Middle East. GNT’s family ownership provides stability and long-term commitment, enabling it to make strategic decisions to futureproof supplies. These include ambitious sustainability commitments and investments in long-term stockholding. The company supports its customers throughout every stage of the product development process, including concept innovation, color selection and matching, stability testing, upscaling, regulatory matters, and quality documentation.