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PRESS RELEASE

EXBERRY® by GNT to highlight wide-ranging possibilities with plant-based colors at Fi Asia Thailand 2023

GNT will showcase the versatility of its plant-based EXBERRY® colors with a vast array of vibrant food and drink products at Fi Asia Thailand 2023 (20-22 September, Bangkok).

EXBERRY® concentrates are created from edible fruits, vegetables, and plants using physical processing methods such as chopping and boiling. Based on the concept of coloring food with food, they can deliver a full spectrum of shades and are suitable for almost any food and beverage application.

FMCG Gurus' research shows that 65% of Asia-Pacific consumers say they like food to have bright and intense colors – but 77% say it is important products do not contain artificial colors.¹

At Fi Asia Thailand, GNT will demonstrate how EXBERRY® can be used to create eye-catching food and drink with clean and clear labels. The GNT stand (Booth R01, Hall 3) will feature a wide variety of products colored with EXBERRY®, with giveaways for visitors including beers and ice cream.

The company's technical experts will also be on hand throughout the event to offer advice on how plant-based colors can be used to meet individual project requirements.

Victor Foo, GNT's General Manager for APAC, said: "Modern shoppers want natural food and drink products that also deliver strong visual impact. EXBERRY® is a consumer-friendly solution that can deliver a rainbow of spectacular shades in almost any application. We're looking forward to showing Fi Asia Thailand visitors the vast potential of our plant-based colors."

Fi Asia Thailand takes place at the Queen Sirikit National Convention Centre in Bangkok. For more information on the event, visit: <https://www.figlobal.com/asia-thailand/en/visit.html>

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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.

¹ FMCG Gurus 'Flavor, Color & Texture - Q4 2022 - Global & Regional'