

Top five reasons to trust in plant-based colors



EXBERRY® colors are plant-based ingredients that offer the ultimate clean-label solution for food and drink. Maartje Hendrickx, Market Development Manager at GNT Group, explains the benefits of using these vibrant concentrates



o achieve maximum appeal among modern consumers, food and drink must combine strong visual appeal with natural ingredient lists.

EXBERRY® Coloring Foods are concentrates made from edible fruits, vegetables, and plants using only physical processing methods. Based on the concept of coloring food with food, they can be used to deliver a full rainbow of shades in food and drink.

While manufacturers may be reluctant to update their recipes, there are strong benefits to making the switch to plant-based colors.

Clean labels

Today's health-conscious consumers expect natural products. FMCG Gurus' Clean Label &

Naturalness 2021 survey shows 53% of consumers worldwide say they check ingredient lists on food and drink most or all of the time – and 68% consider it important that colors are natural. EXBERRY® colors are made from edible, plant-based raw materials using physical processing methods such as chopping and boiling. No chemical solvents are used. As a result, they are actually food concentrates that can be eaten by the spoonful. Due to the way they are created, they are considered to be ingredients rather than additives in many parts of the world and do not require E-numbers in the European Union and United Kingdom. The Natural Food Colours Association (NATCOL) has developed a Code of Practice to provide support to manufacturers and users in understanding the EU provisions that

govern Coloring Foods as well as their scope and application.

Clear labels

The FMCG Gurus survey also found that 65% say the use of "real" ingredients influences their product purchase decisions. EXBERRY® colors are created from a range of raw materials such as carrots, beetroot, and blueberries and they can be described in a way that provides instant reassurance when consumers turn to the label. For example, in the EU and UK, they can be listed as "Coloring Food (concentrate of sweet potato and carrot)" or simply "concentrates (sweet potato and carrot)." In the United States, they are declared on ingredient labels as "fruit and/or vegetable juice (color)" or "spirulina extract (color)."



Dietary suitability

As plant-based color concentrates, EXBERRY® colors are suitable for almost any dietary requirement. They can provide a vegan-friendly, halal, and kosher replacement for the insect-based colorant carmine. Furthermore, EXBERRY® colors do not contain any major allergens and can be used in place of grapeskin extract, which contains the allergen sulfur dioxide.

Versatility

EXBERRY® colors are available in shades from across the whole rainbow and can deliver effective coloring solutions for all categories of food and drink. In addition to our standard liquid and powder formats, we offer specialist micronized powder, oil-dispersible, and hard-panning products to cater to specific project requirements.

Performance

When used appropriately, EXBERRY® colors can provide vibrant shades comparable to synthetics in most food and drink applications while also offering good stability. Their shelf life is mainly determined by storage conditions and handling.

The EXBERRY® advantage

Today, EXBERRY® colors are used by many of the leading food and beverage producers in the world. We are an independent, family-owned company and take great pride in creating ingredients that meet the highest standards. We offer the widest range of Coloring Foods on the market, comprising more than 400 shades, and our products are valued globally for their ease of use, brilliance, and performance.

The raw materials used to produce EXBERRY® are grown by farmers working as part of our vertically integrated supply chain, providing full traceability. As we control all aspects of our supply chain, it allows us to secure the availability of high-quality food ingredients all year-round. Our fruits, vegetables, and plants are all non-GMO and they are carefully grown and harvested in accordance with our agronomists' rigorous standards. They are processed in our own factories under strict conditions that assure the quality of the final product. We also invest in long-term stockholding. Together with our vertical supply chain, it means we can deliver quality, authenticity, and availability.

GNT offers full customer support every step of the way. To achieve optimal results with Coloring Foods, it is important to take a wide variety of factors into account such as pH levels and fat content in the base product. Further considerations include processing conditions, shelf life, and storage conditions. Identifying the technical issues that need to be examined during the earliest phase of product development will not only result in the optimal color solution for your product but will also save you time and money. With more than 40 years' experience, we have developed extensive technical expertise on the use of plant-based colors and can give you all the



support you need on topics including color selection, color matching, stability testing, and upscaling.

Regulatory support is another key issue. Around the globe, there are different regulations and recommendations regarding the labeling of coloring products. EXBERRY® colors are suitable for use in numerous countries around the world as either a food ingredient or color additive. We offer regulatory support to ensure clarity in relation to customer-specific queries.

Sustainability is a key priority for GNT, too. In fact, we have set out plans to become the leaders on sustainability in the food coloring market. We have created a roadmap to 2030 that contains a total of 17 targets, including cutting the Product Environmental Footprint for EXBERRY® product ranges by 25% and reducing the intensity of factories' CO₂-equivalent emissions by at least 50%. Furthermore, due to our strong vertical integration, we will soon be in a position to report on greenhouse gas emissions for 80% of EXBERRY® products. Covering scopes 1, 2 and 3, this data will provide important advantages for food and beverage brands as it will enable them to calculate final products' total environmental footprint.

At a time when consumers are demanding more from their products than ever before, our plant-based, sustainable color concentrates can provide a futureproof solution. Combining spectacular shades with clean and clear labels, GNT is dedicated to delivering solutions that customers and consumers alike can truly trust.



EXBERRY®
by GNT

www.exberry.com