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## IFT19: EXBERRY® Showcases the Versatility of Coloring Foods

*Featuring colors from fruits and vegetables, these plant based burgers tell the story of Coloring Foods while also reducing waste.*

Tarrytown/ United States - The plant-based alternative meat revolution now allows for the texture, flavor, and color of a veggie burger to mimic that of real meat- a huge advancement compared to 30 years ago when alternative meat was either wheat or soy based, and could be found in a can. Advances in science combined with consumer reasoning (be it environmental, ethical, or health) have led to these shifts in what it means to be a veggie burger and a flexitarian.

Consumers now have the choice of a “bleeding” burger, such as that from Impossible Foods, or having a veggie burger made from ingredients such as mycoproteins or pea proteins. No matter the components, it is getting harder and harder for the traditional carnivore to differentiate meat from animals and plants.

Using plant based materials such as fruits and vegetables is nothing new to GNT, market leader in the natural color space. For decades, GNT has paved the way, introducing the concept of “Coloring Foodstuffs” to the global food and beverage industry. Founded in 1979, GNT started with a small portfolio of colors made from fruits and vegetables.

This has since expanded to include algae-based products, such as Spirulina, and over 20 kinds of fruits and vegetables, leading to more than 400 color shades.

At the upcoming IFT show in New Orleans, GNT will showcase a veggie burger showing the versatility of EXBERRY®. Executive Chef Christina Olivarez says the inspiration came from “Having an abundance of GNT carrots in-house. We challenged ourselves to reduce the waste and use the whole ingredient (juice/ pulp) while making something that was super tasty and enjoyable to eat.”

Using plant based materials in new ways will be vital to the changing needs of consumers. EXBERRY® products provide a clear opportunity to offer interesting, fresh, and appetizing products through the use of color exploration. “EXBERRY® products are made from plants, so it makes sense to use them as an ingredient”, says Olivarez.

By deconstructing the carrot into its juice and pulp components, Olivarez is able to create a colorful carrot bun, using the carrot juice, and a tasty plant-based veggie patty incorporating the pulp. In addition to carrots, the patty is loaded with other plant-based materials such as quinoa, black beans, mushrooms, and sweet potatoes. A home-cook friendly version of the recipe can be found below.



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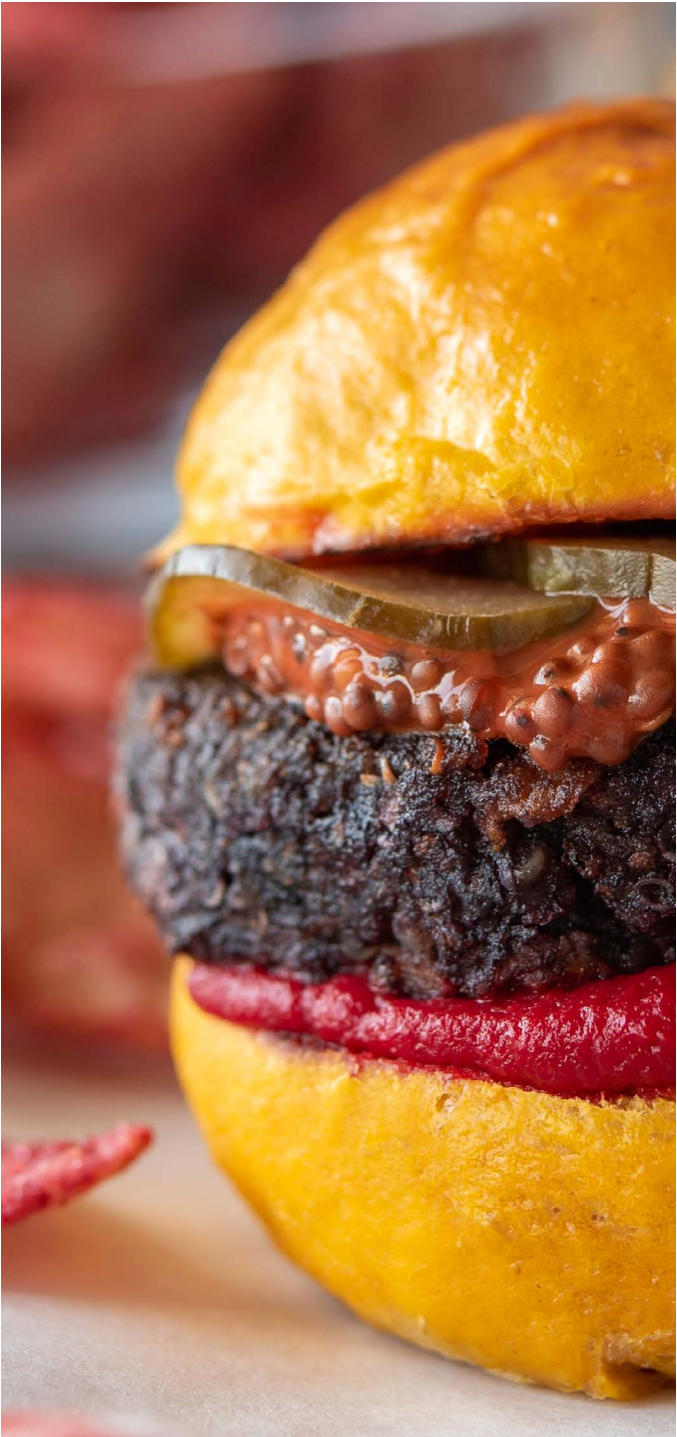
# Veggie Patties

## Ingredients

Cooked Quinoa, cooled .....	2/3 c, about 1/3 c raw
Canned Black Beans, drained .....	1/2 c
Button Mushrooms, chopped fine .....	1/2 c
Onions, small dice .....	2/3 c
Fennel, small dice .....	2/3 c
Sweet Potato, shredded .....	1/2 c
Kosher Salt .....	1/2 tsp
Potato Flour .....	2 tsp + extra
Breadcrumbs .....	1/4 c
EXBERRY® Shade “Purple Mist” .....	1/2

## Directions

1. Preheat the oven to 400°F.
2. Individually toss the vegetables in olive oil, salt and pepper and roast on a lined sheet tray until cooked and beginning to caramelize. About 10-15 minutes, depending on the vegetable. Cool completely.
3. Meanwhile, fork mash the beans.
4. Combine all the ingredients and mix well to combine. Taste and adjust seasoning as necessary.
5. Form the mix into 5 or 6 patties depending on size preference.
6. Dust both sides of the formed patties with extra potato flour and sear both sides in a non-stick pan set over medium high heat coated in olive oil adding more oil as necessary.
7. Serve on Carrot Buns with your choice of condiments. Also tasty with the addition of melted cheddar cheese.



# Carrot Buns

## Ingredients

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AP Flour .....	3 1/2 c
Instant Yeast.....	1 TBSP
Kosher Salt .....	1 1/4 tsp
Granulated Sugar .....	1/4 c
Carrot Juice, lukewarm.....	1 c
Butter, softened .....	2 TBSP
Large Egg.....	1 each
EXBERRY® Shade “Mandarin” .....	2

## Directions

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1. In the bowl of a stand mixer fitted with the hook attachment, mix and knead all the ingredients together until a soft, smooth dough forms.
  2. Place the dough in an oiled bowl, cover, and allow to rise for 1 1/2- 2 hours or until doubled in size.
  3. Gently deflate and divide into 8 equal pieces. Shape into round balls then place on greased parchment lined sheet tray.
  4. Cover and let rise again until almost doubled in size and quite puffy, about 1 hour.
  5. Brush the buns with melted butter.
  6. Bake in a 375°F oven for 15-18 minutes or until the tops are golden brown.
  7. Remove from the oven and brush with more melted butter then let cool completely on a rack.
  8. Toast and enjoy with Veggie Patties and your choice of condiments.

