



Plant-based colors for cheese alternatives

GROWING COLORS

EXBERRY®

What are the numbers?

Plant-based cheeses alternatives are increasingly commonplace. Whether you're a fan of Red Leicester, Cheddar or Gouda, it's no longer unusual to find vegan versions of your favourite variety in your local supermarket.

Launches of non-dairy cheeses increased by a CAGR of 33.4% between 2013 and 2018, compared to just 6.7% in the dairy-based cheese category.¹ Globally, the year-over-year growth rate for vegan cheese for 2019 has been estimated at 7.22%, with the size of the market tipped to grow by \$1.11 billion between 2019 and 2023.²

While 38% of growth is expected to come from North America, Europe is tipped to account for the largest market share throughout the forecast



period.³ Vegan cheese products are even starting to take hold in countries such as France, which have strong cultural ties to traditional cows' milk products.

Why plant-based cheeses alternatives?

The desire to cut down on dairy products is increasingly common, driven by concerns about health, animal welfare and the environment.

In 2018, Ipsos MORI found that 3% of consumers were vegan globally, with many of them recent converts. The research found that 19% of those vegans had been following the diet for around a year and 30% for six months or less. In the U.S., meanwhile, one study revealed that the percentage of consumers identifying as vegan increased from 1% to 6% between 2014 and 2017.⁴

Demand for plant-based cheese alternatives is not just limited to vegans. For example, Mintel research has found that 12% of all cheese consumers in Germany are interested in cheese alternatives, and that this figure rises to 20% among those aged between 16 and 25.

Based on Nielsen data, the Good Food Institute suggested in 2019 that the growth of plant-based milk – which was purchased by 37% of U.S. households – had laid the groundwork for other plant-based dairy categories to expand. It found that U.S. sales of plant-based cheese grew by 68.8% from \$95 million in 2017 to \$160 million in 2019.⁵

How can EXBERRY® Coloring Foods help your business?

Manufacturers are meeting the demand for plant-based cheese alternatives through innovation, reflected in the quality, range and attractiveness of products. It is now possible to create cheese alternatives with perfect texture and melting properties. Consumers can now buy Parmesan-style, Cheddar-style and Gouda-style plant-based cheeses.



EXBERRY® COLORING FOODS ARE AVAILABLE IN THE FORMATS:

- LIQUID
- POWDER
- MICRONIZED POWDER
- OIL DISPERSIBLE
- ORGANIC

They are produced from an increasing variety of sources, including nuts (even almonds and coconuts) and soy, seeds and root vegetables.

Plant-based color solutions for plant-based cheese alternatives

For plant-based alternatives to successfully mimic consumers' favorite cheese products, appearance is crucial because sensory perception is strongly influenced by what we see. If it looks like a particular cheese product, the brain will expect it to taste like it, and that perception of flavor will influence enjoyment. If it smells like cheese but doesn't look like it, on the other hand, the product may be perceived to be less enjoyable or even spoiled.

When it comes to creating plant-based cheeses with the right visual appeal, vegan-friendly EXBERRY® Coloring Foods represent a perfect clean-label solution.

EXBERRY® Coloring Foods

The table below shows a selection of EXBERRY® Coloring Foods from our range of more than 400 shades. These products are suitable to provide nice color shades within your non-dairy cheese recipe.

If you would like to find out more about how our Coloring Foods can help you unleash the full potential of your plant-based cheese products, please get in touch. We offer a full support package.

¹ Innova Market Insights, ² Technavio, ³ Technavio, ⁴ GlobalData,

⁵ Good Food Institute: Plant-Based Market Overview



EXBERRY®	Raw materials	Liquid	Powder
Shade Spicy Yellow	turmeric	✓	✓
Shade Yellow – Cloudy	carrot, pumpkin	✓	
Shade Brilliant Orange	pepper, carrot	✓	✓
Shade Mandarin	carrot, apple	✓	
Shade Veggie Red	radish, carrot	✓	✓
Shade Fiesta Pink	beetroot, carrot	✓	✓
Shade Purple Plum	carrot, blueberry	✓	✓
Shade Mint Green	spirulina, safflower	✓	✓
Shade Brown	carrot	✓	✓

COLORED WITH FRUIT & VEGETABLES

