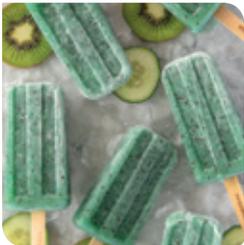
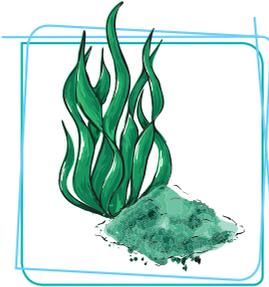


# TREND REPORT

## Shades of Aqua



COLORING  
FOOD  
WITH FOOD



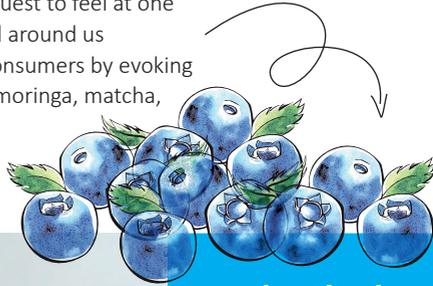
# Food Color Trends for 2020

Why Shades of Aqua? .....	03
Importance of Blue & Green .....	05
Clean & Clear Label .....	08
Bakery .....	10
(Alcoholic) Beverages .....	12
Confectionery .....	14
Dairy & Dairy Alternatives .....	16
Snacks & Cereals .....	18
Savory .....	20
Aqua Social Media Feeds .....	22



## Mind and body

- Consumers are seeking nutrition that supports both good physical and emotional health
- Shades of Aqua support this quest to feel at one with our bodies and the world around us
- Greens and blues appeal to consumers by evoking popular superfoods like kale, moringa, matcha, blueberries and spirulina



## Why Shades of Aqua?

The major color trend for 2020 is Shades of Aqua – brilliant greens and blues that carry echoes of the natural world.

Shades of Aqua conjure the simple beauty of marine environments and rugged mountain landscapes. They invoke a sense of health and wholesomeness and a connection with the outdoors.

The increased demand for Shades of Aqua in 2020 will be fueled by the modern consumer's constant quest for new and unique food & beverage experiences to capture and share on social media.

# WHY SHADES OF AQUA?

## GREEN



**Rooted in nature**



**Signifies freshness and organic goodness**

**The color of growth, harmony and sustainability**



**Soothing and easy on the eye**



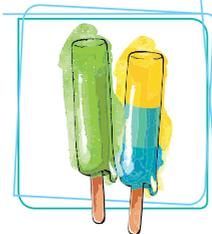
**Associated with good health**



**Evokes the ocean garden**



**Conveys a sense of relaxation and calm**



**Eye-catching on Instagram**



**The new color of wellness**

## BLUE



## Consumers reach for healthier food choices

39% of U.S. consumers say they have increased their consumption of fruit & vegetables in order to be healthier

## Green signifies wellbeing

Consumers are on a mission to achieve holistic health & wellness. Green Shades of Aqua point them in the right direction.

- Green is a positive identifier for nutrition in vegetables, fruit, herbs and spices
- The color is valued highly in many Asian countries, where it is often linked to eternal life, fertility, youth, health, prosperity and new beginnings
- Green's natural appeal is a clear indication that Shades of Aqua is an enduring color trend that will stand the test of time, not just a fleeting one that will expire after 2020

## Spearheading the green revolution is matcha green tea powder

With a green EXBERRY® product based on a concentrate of spirulina and a yellow plant pigment, it is possible to achieve a stable, plant-based green shade to support this flavor



### Sources:

- Innova Market Insights
- FoodNavigator
- Food & Drink International
- Color Meanings by Jacob Olesen
- BBC GoodFood

**Blue is unexpected, photogenic and trendy** – perfect for eye-catching social media posts!

**Blue is the most popular color worldwide** and, not surprisingly, one third of the world's branding images are blue

ACCORDING TO EXPERTS

'With the exception of a few examples such as blue cheese and blueberries, blue colors aren't associated very frequently with food and drink. However, **more blue colored foods are beginning to emerge**'



## Blue makes waves on social media

In 2020, Instagram stardom will continue to belong to Shades of Aqua. Blue food & drink products stand out from the crowd, particularly on social media; in the ongoing battle for likes, shares and follows, blue never fails to emerge victorious. However, there's more to this color than meets the eye. Thanks to rising interest in the health benefits of spirulina, a nutrient-rich and highly sustainable blue microalgae, blue is also the next big thing in nutrition, and poised to continue its rise in popularity in the upcoming year.

TREND

## Microalgae

### **Microalgae are the food ingredients of the moment**

They're a great source of nutrients and protein and are very sustainable to produce. Because they're often green and blue in color, microalgae are the perfect food ingredients for tapping into Shades of Aqua



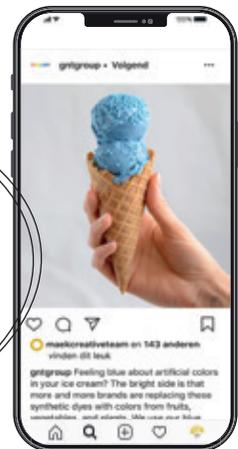


43%

### Instagrammability is Key

#### Looking good = tasting good

43% of U.S. consumers, ages 26-35, say they take pictures of their food and share them online at least once a week



- Sources:
- Innova Market Insights
  - Mintel
  - FoodNavigator
  - Pantone® Color Harmony



## Coloring Foods offer clean and simple appeal

When shoppers are asked what they want from food and beverage products, they say they should be 'clean' and 'simple'. That's why EXBERRY® Coloring Foods are a great choice. They are produced from fruits, vegetables and edible plants using physical processes such as pressing, chopping, filtering and concentrating. This differentiates them from so-called 'natural' color additives, which are often extracted by using chemical solvents. Coloring Foods aren't additives – they're foods. They can be eaten at any stage of the manufacturing process and qualify for simpler label declarations.



**Did you know?**

GNT recently added a new organic blue to the EXBERRY® Organics range



**Make the connection**

Shades of Aqua forge a powerful bond between consumers and the natural world by evoking a strong sense of trust and transparency. But how we achieve that connection is critical. EXBERRY® blue and green shades are sourced from spirulina, an algae that contains phycocyanin, a naturally occurring colorful pigment. To produce green color shades, concentrate of spirulina is mixed with a yellow plant pigment. EXBERRY® colors are the perfect replacement for artificial colorants, including brilliant blue and patent blue, and other additives such as copper chlorophyll and Green S.

**Coloring food with food**

**+13% growth**  
in food & beverage launches featuring Coloring Foods\*

**+13%**

WE LOVE BLUE

Sources:  
• Innova Market Insights

\*Global, 2018 vs. 2017



## Bakery

Shades of Aqua will bring sweet and savory bakery products to life in 2020 and provide a point of difference in a market where consumers are often seeking something new and inspiring. Why not give fillings and decorations for bakery wares the wow-factor with blue and green EXBERRY® products?

### Savory opportunities

- Bakery products containing green vegetables are a great way for brands to tap into interest in health eating
- Try using brightly colored veggies
- Spirulina, matcha or kale will add new flavor dimensions for green bakery products



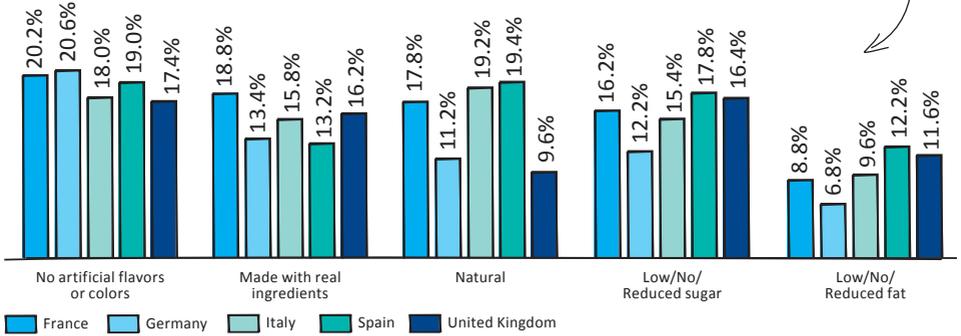
### Keep an eye on influences from across the world

Colorful doughnuts and macarons are just two of many emerging stars in the bakery category



Choose up to three factors that most influence your purchasing decision when purchasing sweet baked goods 2018

What influenced your decision



Keep it clean

Avoiding artificial colors is a priority for many shoppers in the sweet bakery category. Coloring Foods can address this concern and give products clean label appeal.

Sources:  
 • Innova Market Insights  
 • Mintel  
 • British Baker

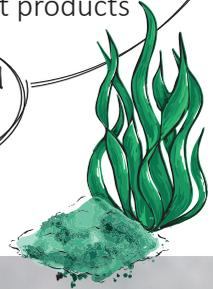
# (ALCOHOLIC) BEVERAGES



NEW!

**Coloring Foods made from spirulina have created new opportunities in smoothies and juices!** People are already familiar with adding this ingredient to their own healthy smoothies and now it's becoming more popular across market products

BLUE & GREEN REVOLUTION



## Beverages

Generation Z and Millennials are adventurous. Beverages made with Shades of Aqua will deliver memorable 'experiences' they can share on social media.

### Harnessing moringa

- Is the green superfood moringa the new turmeric? Many consumers seem to think so
- Market watchers say that powdered moringa in beverages is a trend to watch out for
- Moringa is a good example of the power and influence of green-colored food & beverage products
- Include a concentrate of spirulina to create eye-catching moringa based drinks





## Alcoholic beverages

- Millennials and Gen Zers are drinking less than older generations, in part because of fears related to losing control and having the evidence shared on social media
- In 2020, Shades of Aqua will give alcoholic beverage brands an opportunity to re-engage with Millennials and Gen Zers
- Do this with appealing concepts like clean label blue and green colored gins and cocktails, perhaps made using botanicals such as juniper, cardamom, or angelica

## Zero alcohol opportunity

With many Millennial consumers turning their back on alcoholic drinks, there is an opportunity to develop new low and zero alcohol beverages as alternatives to traditional sodas and mineral water. Blue is an emerging color for non-alcoholic 'spirits' and mocktails with all the taste, style and adult-appeal of their alcoholic equivalents.



- Sources:
- Innova Market Insights
  - Forbes
  - Nielsen
  - Trend Hunter

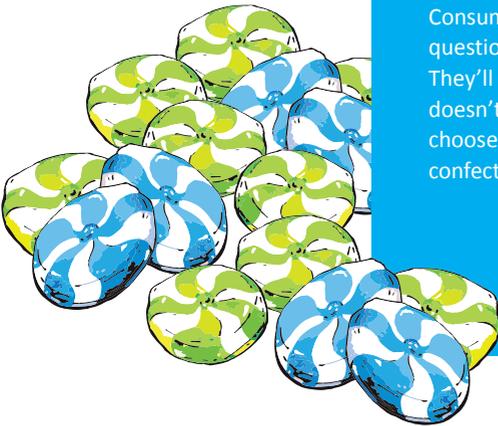
## Confectionery

- Consumers are seeking new and unusual confectionery experiences
- Tap into this by using Shades of Aqua to create bursts of color in confectionery products that deliver flavor confusion
- They'll be a sure-fire hit with adventurous Generation Z shoppers, who like their confectionery to come with a twist



## Sweet treats

Healthy eating hasn't spelled the end of confectionery. Consumers still enjoy a treat – but they are asking more questions about the ingredients used to make them. They'll carefully examine labels, and, if a product doesn't meet their expectations, they won't hesitate to choose another product that does. With Coloring Foods, confectionery products with clean labels are a reality.



LOVE COLOR  
WITH  
EXBERRY®



### Forever young

Confectionery for adults is an expanding market, with a focus on 'grown-up', sophisticated flavors. The adult market is also open to confectionery with health benefits. Create a sense of healthy green goodness and soothing blue calm around your functional confectionery with Shades of Aqua Coloring Foods.



CHILLED



## Dairy & Dairy alternatives

Dairy foods are the perfect blank canvas for creating products that dazzle with color. Shades of Aqua will ensure they exude a sense of indulgence, wellness and calm.



## Dairy & veg

Using vegetables in dairy products is a major trend, especially in the ice cream sector. Blue and green Coloring Foods reinforce the 'better-for-you' credentials of these dairy-veg combinations.



FROZEN

## Going dairy-free

Growing numbers of people are giving up cow's milk. Shades of Aqua are the perfect solution for bringing non-dairy products to life.

- The market for plant-based beverages and yogurts is growing by 8%
- Avocado is often used in vegan ice creams because it provides a rich creamy texture with a mostly neutral flavor profile



+45%

**Dairy-free desserts**  
**soar** with +45%  
average annual  
**growth in dessert &**  
**ice cream launches**  
with a vegan claim\*

## Yogurt & beyond

- Drinking yogurts are enjoying a boom thanks to their combination of great taste, nutrition, portability and convenience
- Use Shades of Aqua to create yogurt drinks that stand out from the crowd especially in transparent bottles
- Remember it's not just about yogurt – alternatives like kefir, laban, ayran and lassi are going mainstream and offer exciting opportunities to innovate with color

Sources:

- Innova Market Insights
- Food24
- The Guardian

\*Global, 2014-2018

## Snacks & cereals

Snacks and cereals in 2020 are all about vegetable inclusions, superfruits, ancient grains and botanicals. Coloring them with Shades of Aqua will create an emotional connection with health-conscious consumers, conveying the inherent goodness of the ingredients within.



‘Consumers are moving out of their comfort zones to explore **bolder flavors and multisensory food experiences**. There is a focus on heightened sensory delivery, often combined with an element of the unexpected’

ACCORDING TO EXPERTS





## A taste for something different

Convenience and portability are critical for snacks to succeed but taste is a major factor, too. Many snacks are fruity, so why not try adding vegetable ingredients instead, along with herbs and spices, to create a delicious savory snack experience?



## Healthy cereals

- The backlash against sugar-loaded breakfast cereals means there is an opportunity for healthier options, particularly in the adult category
- Vegetables and botanicals offer the chance to open up a whole new universe of savory options at breakfast time
- Green mint, matcha, pistachio and basil are all green ingredients that will help brands align with the trend for Shades of Aqua in 2020 that can be brought to life with spirulina
- Add green and blue Coloring Foods to really make an impact – with a clean label

**Millennials are most likely to snack four or more times per day (25%),** compared with just 10% of Generation X consumers and 9% of Baby Boomers

NEW FLAVORS  
= NEW COLORS!

2 in 3

US, UK and Chinese consumers say 'I love to discover new flavors'

### Sources:

- Innova Market Insights
- Trend Hunter
- Food & Drink International
- Food Ingredients First



## Ocean influence

- Blue and green sea vegetables are packed with healthy nutrients and protein
- Seaweed, the ultimate Shades of Aqua food, is set to be one of 2020's hottest ingredient trends – it's already growing 7% annually in the US
- Whole Foods Market has predicted 'ocean influence' to develop into a major food trend

## Savory foods

International cuisine will drive savory foods innovation in 2020 – powered by green and blue foods that add an exotic twist to range of popular dishes. Creative use of Shades of Aqua in savory dishes can ignite interest and provide a conversation piece, encouraging consumers to share their food experiences.

### Choose Chaoyte

- Chayote is a green superfood found in Central and South American cuisine
- This versatile green vegetable can be eaten raw or cooked
- As such, it is the perfect addition to a number of savory dishes and cuisines
- Spirulina can be added to enhance the appearance of chayote for a stable and reproducible market product



**Ocean garden:  
a deli of  
nutritious goods**

**+13% growth\*** in  
food & beverage  
launches with sea  
vegetables\*\*

**'Microalgae are likely to become a major source of a wide range of functional ingredients** to be leveraged on multiple positioning platforms, such as weight loss and anti-aging, as well as heart, vision and brain health'

ACCORDING TO EXPERTS



### Spice up your life

- Look east for Za'atar, a popular green Middle Eastern spice blend
- It's made with oregano, thyme, sumac, ground sesame seeds, and salt
- In addition to imparting a delicious flavor, it gives recipes a dusting of green alongside spirulina - aligning them perfectly with the Shades of Aqua

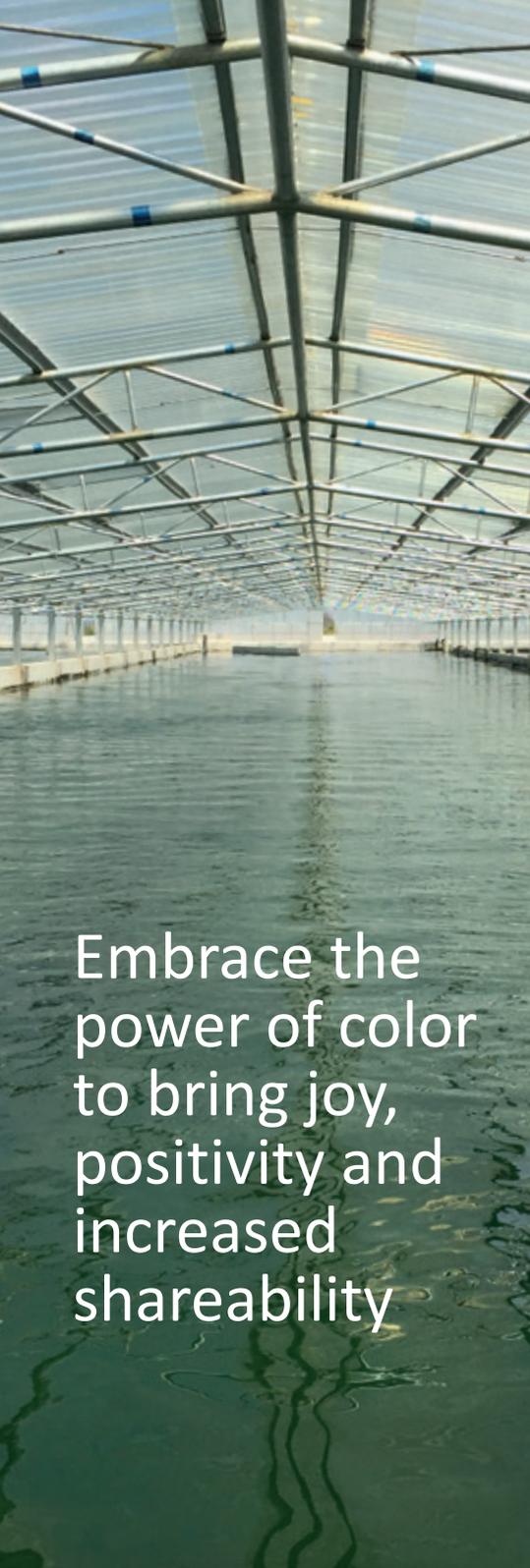
Sources:

- Innova Market Insights
- The Guardian
- FoodSpark
- Forbes
- Nation's Restaurant News

\*Global, 2018 vs. 2017

\*\*Sea vegetables = e.g. algae, kelp and nori





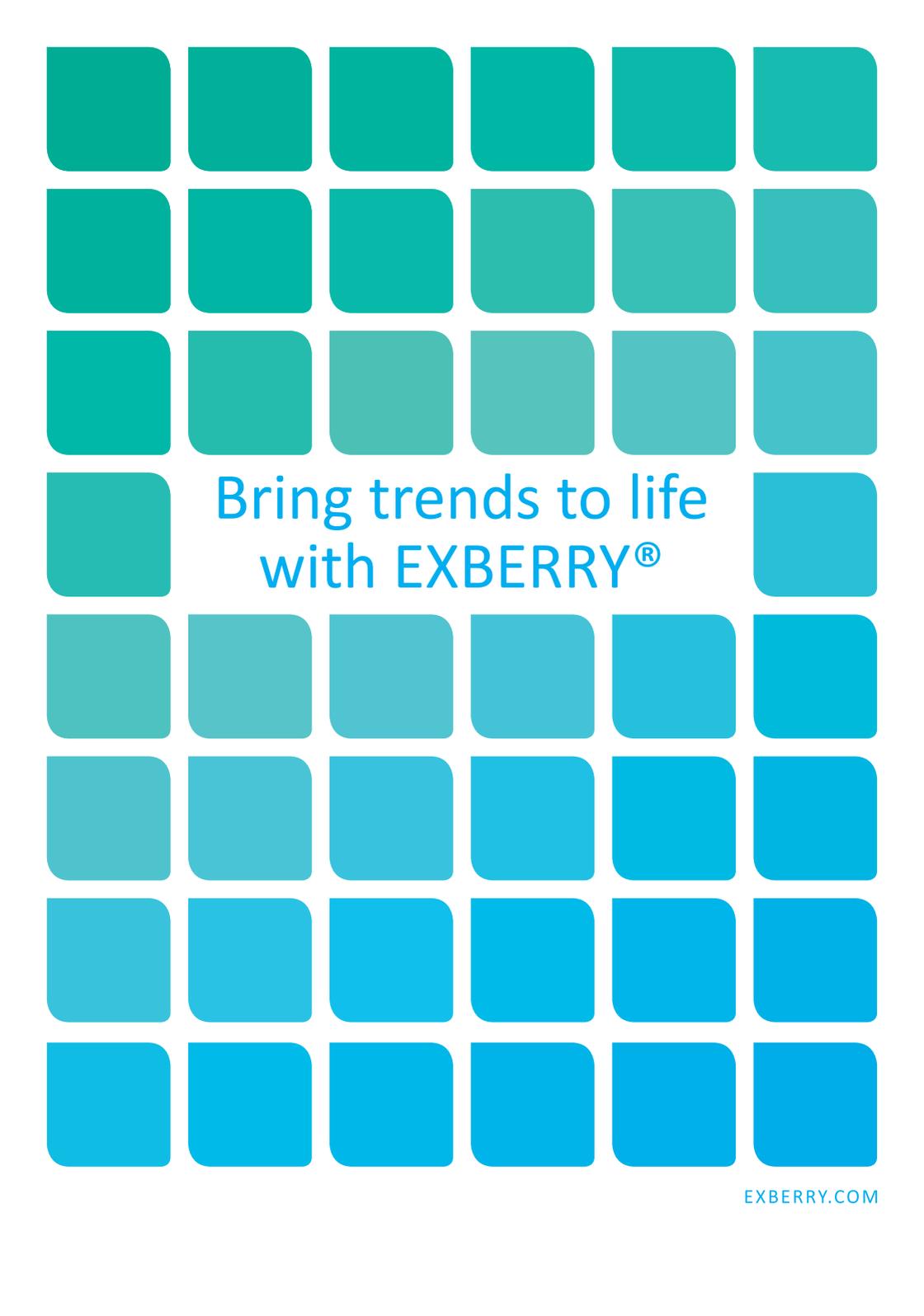
Embrace the power of color to bring joy, positivity and increased shareability

COLORED  
WITH FRUIT  
& VEGETABLES



## The EXBERRY® advantage

- ✓ Consumers can embrace color with EXBERRY® Coloring Foods fruit, vegetables and edible plant
- ✓ Coloring Foods can be used as a key driver for healthy associations
- ✓ Clear opportunity to provide interesting, fresh and appetizing products through the use of color exploration
- ✓ Coloring Foods provide stable and consistent application solutions
- ✓ EXBERRY® offers an ingredient declaration benefit. Within the EU, EXBERRY® can be labeled as 'Coloring Food (concentrate of pumpkin, carrot)' – making it clear where the source of color is coming from
- ✓ In the US Coloring Foods are declared as 'fruit and/or vegetable juice (for color)' or 'spirulina extract (for color)' depending on the specific product
- ✓ LOVE COLOR – food is becoming more colorful. Excite your brand ambassadors with Instagramable food!

A decorative background consisting of a 6x8 grid of rounded squares. The squares are arranged in 6 rows and 8 columns. The color of the squares transitions from a dark teal on the left to a bright blue on the right, with a smooth gradient across each row.

Bring trends to life  
with EXBERRY®