



# New possibilities for plant-based meats

GROWING COLORS

**EXBERRY®**

**The EXBERRY® Compound Red range** enables plant-based meat to change color during cooking while maintaining a clean label

The plant-based meat market is going from strength to strength – and consumer expectations are evolving. FMCG Gurus research shows that 73% of those who eat meat alternatives now say it is important that they are 100% natural.<sup>1</sup> A recent review of studies into plant-based meat, meanwhile, found that appearance is vital to product acceptance, concluding that meat alternatives must aim to mimic the way real meat changes color during the cooking process.<sup>2</sup>

74% of flexitarian consumers say **the color of plant-based food and drink is important**<sup>3</sup>

**DID YOU KNOW?**

EXBERRY® COLORING FOODS

## The challenge

When creating clean-label meat alternatives, manufacturers have been forced to choose between the red coloration of raw meat or the appearance of cooked meat. As a result, products can lack authenticity, while consumers also miss out on the experience of choosing whether to cook their plant-based meat so that it appears rare, medium or well done.

## The solution

GNT has developed a plant-based coloring solution that enables red meat alternatives to change from a raw to a cooked color appearance when heated. Made from carrots and vegetable oil, EXBERRY® Compound Autumn Red and EXBERRY® Compound Fall Forest Red are plant-based powders that support clean and clear label declarations. In addition, the Compound Red range is just as easy to use as other EXBERRY® products, providing a simple solution with spectacular results.

## Applications

The EXBERRY® Compound Red range is ideal for a wide range of red meat alternatives. For example, it can be used to create plant-based burger patties that match the blood-red appearance of raw beefburgers on the supermarket shelf before shifting to a satisfying greyish well-done shade once they are fried.





DISCOVER  
THE FULL  
COLOR SHIFT  
IN THIS VIDEO

### Color appearance at different heating stages



## Key benefits



### Clean and clear labels

EXBERRY® Compound Autumn Red and EXBERRY® Compound Fall Forest Red are made from well-known plant-based ingredients and do not contain emulsifiers, providing instant reassurance when consumers turn to the ingredient list.



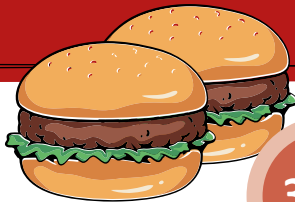
### Substantial color transformation

As the images above show, the EXBERRY® Compound Red range can deliver a remarkable change in coloration. When heated, the plant-based burger becomes lighter and less red in a way that is comparable to the transformation of a real beefburger.



### Flexible color possibilities

The EXBERRY® Compound Red products are designed for use in combination with shades from the existing EXBERRY® Coloring Foods range. This makes it possible to create tailored shades for different plant-based minced meat products.



35%

of consumers  
worldwide follow **vegan,  
vegetarian, pescatarian  
or flexitarian diets**<sup>5</sup>

<sup>1</sup> FMCG Gurus 'Top Trend 4 - The Power of Plants in 2021' (2021)

<sup>2</sup> He, J. et al. 'A review of research on plant-based meat alternatives: Driving forces, history, manufacturing, and consumer attitudes' Comprehensive Reviews in Food Science and Food Safety (2020)

<sup>3</sup> FMCG Gurus 'Plant Based Attitudes & Behaviors: How Do They Differ Across Consumer Segments' (2021)

<sup>4</sup> FMCG Gurus 'Understanding the Growing Increase of Plant-Based Diets' (2020)

<sup>5</sup> FMCG Gurus 'Clean Label and Naturalness: Determining what consumers want and how to provide this' (2020)



27% of consumers worldwide say they eat **meat alternatives products**<sup>4</sup>



27%

## The EXBERRY® advantage

EXBERRY® Coloring Foods are made from edible fruit, vegetables and plants using gentle, physical processing methods and no chemical solvents. Based on the straightforward principle of coloring food with food, they ensure widespread consumer acceptance.

To find out how the EXBERRY® Compound Red range can take your plant-based meat products to the next level, contact your local GNT representative or affiliate today.

**EXBERRY.COM**

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