



EXBERRY® Coloring Foods

Clean-label colors for aerated confectionery

GROWING COLORS

EXBERRY®

Deliver spectacular shades with plant-based concentrates

The better-for-you trend is now having a major influence on the confectionery industry. FMCG Gurus' research shows that 68% of confectionery consumers worldwide consider natural claims to be appealing and that they will avoid buying products that contain too many 'bad' ingredients.¹ This means the choice of coloring ingredient is more important than ever.



Features

- Strong visual appeal
- Clear and simple label declarations
- Ingredients traceable back to the original source
- Vertically integrated supply chain
- Sustainable production methods
- Plant-based
- Halal
- Kosher

EXBERRY® Shade	Raw material	Typical Dosage in % for Marshmallows	Typical Dosage in % for Aerated gums
EXBERRY® Shade Blue – HP	spirulina	1.50	0.80
EXBERRY® Shade Jade Green	turmeric, spirulina	2.00	0.70
EXBERRY® Shade Green	spirulina, safflower	2.00	0.60
EXBERRY® Shade Lime Green	turmeric, spirulina	2.00	0.70
EXBERRY® Shade Lemon Yellow	safflower, lemon	0.75	0.08
EXBERRY® Shade Bright Yellow	turmeric	2.00	0.20
EXBERRY® Shade Sunstone Orange	sweet potato, safflower	0.75	0.23
EXBERRY® Shade Orange – Stable	radish, safflower	1.00	1.00
EXBERRY® Shade Brilliant Orange	pepper, carrot	2.50	0.10
EXBERRY® Shade Amber	apple, hibiscus	3.00	0.30
EXBERRY® Shade Brilliant Pink	sweet potato, carrot	0.75	0.75
EXBERRY® Shade Rubescent Red	sweet potato, carrot	1.20	0.21
EXBERRY® Shade Veggie Red	radish, carrot	0.67	0.15
EXBERRY® Shade Fiesta Pink	beetroot, carrot	3.20	0.20
EXBERRY® Shade Purple Plum	carrot, blueberry	1.00	0.14
EXBERRY® Shade Black – HP	spirulina, carrot, safflower	3.00	1.50

Aerated gums with EXBERRY®



Customers can select their own dosage to suit their requirements

Marshmallows with EXBERRY®



Performance

EXBERRY® colors are available in various formats to suit individual project requirements, including liquids, powders, and organic. They can be used to deliver a broad array of spectacular shades in aerated confectionery products including marshmallows, gums, pulled chews, and toffees, but it is important to consider various technical factors to ensure optimal results.

Blue and green EXBERRY® products are made using spirulina, which is sensitive to heat and acid. As such, we recommend that you limit heat exposure and direct contact to acid as much as possible to maintain color stability. Some red EXBERRY® products contain a natural pigment called anthocyanin. These reds are pH-dependent and therefore the color shade may be influenced by the pH level of the base product. Turmeric-based yellows, meanwhile, can deliver excellent results but are sensitive to light exposure.



About EXBERRY® Coloring Foods

EXBERRY® Coloring Foods are a clean-label solution that can help confectionery manufacturers tick every box. They are made from non-GMO fruit, vegetables, and plants using traditional physical processing methods such as chopping and boiling. As a result, they are considered to be food ingredients rather than additives in the EU and qualify for completely clean and clear labels.

The EXBERRY® range contains hundreds of products made from more than 30 raw materials. Our experts will work with you to find the ideal solution for your project.

Industry-leading traceability

GNT's supply chain is vertically integrated, which means we have complete oversight of the fruits, vegetables, and plants we used to make our Coloring Foods. Our expert agronomists monitor cultivation and harvesting every step of the way to guarantee year-round availability and ensure that only high-quality raw materials are used.

¹ FMCG Gurus 'Global Confectionery Trends in 2022' (December 2022)

² FMCG Gurus 'Global Confectionery Trends in 2022' (December 2022)

³ FMCG Gurus 'Flavor, Color & Texture: New Flavors are Sparking Consumer Interest' (November 2022)