



EXBERRY® Coloring Food

Clean-label colors for chocolate and compound chocolate

GROWING COLORS

EXBERRY®

Deliver spectacular shades with plant-based concentrates

When it comes to chocolate, sensory appeal remains crucial to success. While the focus has always been on taste and texture, the effective use of color can add real excitement and elevate the consumption experience. However, consumer attitudes are evolving and the choice of coloring ingredient is now vital. FMCG Gurus' research shows modern consumers want chocolate to contain only natural, real ingredients.¹



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

75%

consumers worldwide say that natural claims are appealing in chocolate products²

consumers say it is important that food and drink products do not contain artificial colors³

75%



Under EU regulations, EXBERRY® MN products can be used in both chocolate and compound chocolate ('chocolate for decoration') while EXBERRY® OD can be used only for compound chocolate

Chocolate with EXBERRY®

| EXBERRY® Shade | Raw material | Typical Dosage in % |
|--|-------------------------------------|---------------------|
| EXBERRY® Shade Blue – MN Powder | spirulina, apple | 2.00 |
| EXBERRY® Shade Bright Green – MN Powder | turmeric, spirulina | 1.00 |
| EXBERRY® Shade Green – MN Powder | safflower, spirulina | 1.50 |
| EXBERRY® Shade Bright Yellow – MN Powder | turmeric | 1.00 |
| EXBERRY® Shade Yellow – MN Powder | safflower, lemon | 0.60 |
| EXBERRY® Shade Rubescent Red – MN Powder | sweet potato, carrot | 5.00 |
| EXBERRY® Shade Sweet Brown – MN Powder | apple, caramalized carrot | 2.00 |
| EXBERRY® Shade Red – MN Powder | radish, apple, blackcurrant | 0.60 |
| EXBERRY® Shade Pink – MN Powder | sweet potato, radish, cherry, apple | 0.60 |
| EXBERRY® Shade Purple – MN Powder | carrot, hibiscus | 0.60 |

Compound Chocolate and Fat coating with EXBERRY®

| EXBERRY® Shade | Raw material | Typical Dosage in % |
|-----------------------------------|---|---------------------|
| EXBERRY® Shade Blue – OD | spirulina, apple | 3.00 |
| EXBERRY® Shade Green – OD | spirulina, safflower, lemon, apple | 3.00 |
| EXBERRY® Shade Yellow – OD | safflower, lemon | 2.00 |
| EXBERRY® Shade Bright Yellow – OD | turmeric | 2.00 |
| EXBERRY® Shade Vivid Orange - OS | paprika | 0.15 |
| EXBERRY® Shade Red – OD | radish, apple, blackcurrant | 2.00 |
| EXBERRY® Shade Pink – OD | sweet potato, radish, apple, blackcurrant, cherry | 2.00 |

Performance

EXBERRY® colors are available in various formats to suit individual project requirements, with micronized powders and oil-dispersible products ideally suited to chocolate but are sensitive to light exposure and fat coatings. They can be used to deliver a broad spectrum of spectacular shades within the chocolate mass, as a painted decoration on the surface, or within sprayed decorations. Dustings and outer layers can also be colored.

It is important to consider various technical factors to ensure optimal results, including pH, humidity levels, and potential ingredient interactions. 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, create vibrant shades that increase in intensity when exposed to high temperatures.

Chocolate with EXBERRY®





Compound Chocolate and Fat coating with EXBERRY®



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.

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

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

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