



# EXBERRY® Coloring Foods

Clean-label colors for fruit gums  
(gelatin, pectin, extruded and starch)

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.<sup>1</sup> 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

75%

consumers say it is important that food and drink products do not contain artificial colors<sup>3</sup>

consumers say they check the label at least some of the time before eating candies and gummies<sup>2</sup>

82%



EXBERRY® Shade	Raw material	Typical Dosage in %
EXBERRY® Shade Blue – HP	spirulina	0.70
EXBERRY® Shade Green	spirulina, safflower	0.70
EXBERRY® Shade Lime Green	turmeric, spirulina	0.70
EXBERRY® Shade Jade Green	turmeric, spirulina	0.70
EXBERRY® Shade Bright Yellow	turmeric	0.10
EXBERRY® Shade Lemon Yellow	safflower, lemon	0.05
EXBERRY® Shade Yellow – Cloudy	carrot, pumpkin	0.25
EXBERRY® Shade Mandarin	carrot, apple	0.25
EXBERRY® Shade Orange – Stable	radish, safflower	0.10
EXBERRY® Shade Sunstone Orange	sweet potato, safflower	0.15
EXBERRY® Shade Brilliant Orange	pepper, carrot	0.10
EXBERRY® Shade Rubescent Red	sweet potato, carrot	0.10
EXBERRY® Shade Brilliant Pink	sweet potato, carrot	0.03
EXBERRY® Shade Veggie Red	radish, carrot	0.07
EXBERRY® Shade Strawberry Red	carrot, safflower	0.06
EXBERRY® Shade Vivid Red	carrot, blackcurrant	0.07
EXBERRY® Shade Purple Plum	carrot, blueberry	0.03
EXBERRY® Shade Brown – HP	carrot, safflower, spirulina	0.40
EXBERRY® Shade Black – HP	spirulina, carrot, safflower	0.50

Dosage levels can be transferred to pectin jellies, starch-based jellies, or extruded jellies

Background color and processing conditions will affect ideal dosage levels

Customers can select their own dosage to suit their requirements

## 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 full spectrum of spectacular shades in fruit gums, 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. TIP: add color at the latest step to avoid direct contact with acid. 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 but are sensitive to light exposure.

## Fruit Gums 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.

<sup>1</sup> FMCG Gurus 'Global Confectionery Trends in 2022' (December 2022)

<sup>2</sup> FMCG Gurus 'Global Confectionery Trends in 2022' (December 2022)

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