



EXBERRY® Coloring Foods

Clean-label colors for hard-panned 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 %*
EXBERRY® Shade White – HP Powder	rice starch	15.00
EXBERRY® Shade Blue – HP	spirulina	2.50
EXBERRY® Shade Jade Green	turmeric, spirulina	30.20
EXBERRY® Shade Green – HP	spirulina, safflower	10.00
EXBERRY® Shade Yellow – HP	safflower, lemon	3.00
EXBERRY® Shade Bright Yellow	turmeric	2.90
EXBERRY® Shade Orange – HP	radish, safflower, lemon	4.00
EXBERRY® Shade Red – HP	radish, lemon, blackcurrant	3.00
EXBERRY® Shade Rubescent Red – HP	sweet potato, carrot	3.90
EXBERRY® Shade Pink – HP	radish, sweet potato	1.00
EXBERRY® Shade Cherry Red – HP	carrot, radish, blackcurrant	1.00
EXBERRY® Shade Fiesta Pink	beetroot carrot	0.40
EXBERRY® Shade Grape Blue – HP	carrot, hibiscus	2.00
EXBERRY® Shade Brown – HP	carrot, safflower, spirulina	4.60
EXBERRY® Shade Black – HP	spirulina, carrot, safflower	25.00

*Dosage % in the panning syrup

Greater color intensity can be achieved by increasing the number of layers

Customers can select their own dosage to suit their requirements

Performance

EXBERRY® colors are available in various formats to suit individual project requirements, including the EXBERRY® HP range for hard-panned confectionery. They can be used to deliver a full spectrum of spectacular shades in these products, 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 create vibrant shades that increase in intensity when exposed to high temperatures but are sensitive to light exposure. 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.

EXBERRY® Shade White – HP Powder, meanwhile, is an ideal clean-label replacement for titanium dioxide, using rice starch to deliver homogenous white coatings with no yellow or gray tint. It is used in slightly higher doses than titanium dioxide, which enables individual color layers to be built up in less time.

Hard panned 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.

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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)