



# EXBERRY® Coloring Foods

Clean-label colors for soft-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.<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





EXBERRY® Shade	Raw material	Typical Dosage in % *
EXBERRY® Shade Blue – HP	spirulina	7.00
EXBERRY® Shade Jade Green	turmeric, spirulina	7.00
EXBERRY® Shade Green	spirulina, safflower	7.00
EXBERRY® Shade Bright Yellow	turmeric	3.00
EXBERRY® Shade Lemon Yellow	safflower, lemon	1.50
EXBERRY® Shade Brilliant Orange	pepper, carrot	3.00
EXBERRY® Shade Sunstone Orange	sweet potato, safflower	2.30
EXBERRY® Shade Brilliant Pink	sweet potato, carrot	1.30
EXBERRY® Shade Rubescent Red	sweet potato, carrot	4.00
EXBERRY® Shade Veggie Red	radish, carrot	2.30
EXBERRY® Shade Vivid Red	carrot, blackcurrant	2.00
EXBERRY® Shade Strawberry Red	carrot, safflower	3.00
EXBERRY® Shade Purple Plum	carrot, blueberry	2.00
EXBERRY® Shade Brown – HP	carrot, safflower, spirulina	7.50

\*Dosage % in the panning syrup

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 soft-panned confectionery, 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. Turmeric-based yellows and beetroot-based pinks can deliver vibrant shades, but they are sensitive to light exposure. Beetroot is also sensitive to heat. Ascorbic acid can be used to provide a protective function, while heat exposure can be minimized by reducing cooking time or cooking temperature.

## Soft pannings 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)