



# EXBERRY®: Plant-based colors

for table sauces, dressings, and mayonnaise

GROWING COLORS

**EXBERRY®**

## Create spectacular sauces with clean-label colors

There has been significant innovation across the sauces and dressings space in recent years. Consumers are seeking out exciting new flavors<sup>1</sup> – inspiring brands to make use of a wide range of eye-catching colors. The right shade not only highlights and complements bold and exotic flavors but helps products stand out on the shelf. The choice of coloring ingredient is vital too, with research showing consumers are increasingly checking product labels and ingredient lists in search of more natural and healthy options.<sup>2</sup>



### Features

- Strong visual appeal
- Clean and clear label opportunities
- 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 Yellow – Cloudy	carrot, pumpkin	0.02 - 0.2
EXBERRY® Shade Lemon Yellow	safflower, lemon	0.02 - 0.5
EXBERRY® Shade Brilliant Orange	pepper, carrot	0.02 - 0.5
EXBERRY® Shade Vivid Orange – OS	paprika	0.002 - 0.06
EXBERRY® Shade Veggie Red	radish, carrot	0.02 - 0.18
EXBERRY® Shade Rubescent Red	sweet potato, carrot	0.02 - 0.2
EXBERRY® Shade Purple Plum	carrot, blueberry	0.02 - 0.18
EXBERRY® Shade Green	safflower, spirulina	0.1 - 1.0
EXBERRY® Shade Blue – HP	spirulina	0.05 - 0.1
EXBERRY® Shade Brown	caramelized carrot, carrot	0.2 - 1.0
EXBERRY® Shade Chestnut Brown	apple, carrot, hibiscus	0.2 - 1.0

## Performance

When using plant-based colors, it is important to consider key technical factors to ensure optimal results. This includes selecting the most appropriate product for the application requirements.

For carotenoid-containing colors, it is recommended to include ascorbic acid to support performance. Carotenoid-based orange shades can become yellow in appearance in the presence of fat, heat, and shear, so alternative EXBERRY® orange shades should be used in such instances. The pH level of the base product should be below 3.5 if seeking to achieve the most vibrant red and purple hues. Our experts will work with you to find the ideal solution for your project. EXBERRY® colors offer good stability levels over the course of the shelf life at appropriate dosage levels.

## Discover the EXBERRY® advantage

Our portfolio of plant-based EXBERRY® colors can deliver a broad spectrum of spectacular shades in sauces, dressings, condiments, dips, and marinades.

We offer more than 400 EXBERRY® colors made from over 30 different raw materials. They are available in various formats to suit individual project requirements, including liquids, powders, and organic. All products are suitable for vegetarian, vegan, kosher, and halal diets and are produced in line with GNT's strict sustainability criteria.

## Sauces with EXBERRY®



## Mayonnaise with EXBERRY®



## Dressing with EXBERRY®





## Sauces with EXBERRY®



**Mayonnaise**  
0.02% EXBERRY® Shade  
Brilliant Orange +  
0.02% EXBERRY® Shade  
Yellow – Cloudy



**Vegan mayonnaise**  
0.04% EXBERRY®  
Shade Brilliant Orange



**Light mayonnaise**  
0.01% EXBERRY® Shade  
Brilliant Orange +  
0.03% EXBERRY® Shade  
Yellow – Cloudy



**Truffle mayo**  
0.4% EXBERRY®  
Shade Brown



**Truffle mayo**  
0.2% EXBERRY®  
Shade Chestnut Brown



**Lime mayo**  
0.25% EXBERRY®  
Shade Lemon Yellow  
+ 0.08% EXBERRY®  
Shade Blue – HP



**Salsa brava**  
0.52% EXBERRY®  
Shade Brilliant Orange  
+ 0.7% EXBERRY®  
Shade Yellow – Cloudy



**Sweet and sour**  
0.1% EXBERRY® Shade  
Veggie Red



**BBQ**  
0.16% EXBERRY® Shade  
Purple Plum + 0.65 %  
EXBERRY® Shade Brown

## Industry-leading traceability

GNT has a vertically integrated supply chain, which means we have complete oversight of the fruits, vegetables, and plants we use to make EXBERRY® 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> Mintel 'The Future of Table Sauces, Oils and Seasonings Market Report 2023',

<sup>2</sup> Mintel 'A year of innovation in cooking sauces & seasonings, 2023' (May 2023)

<sup>3</sup> FMCG Gurus 'Custom Survey - Global and Regional - Flavor, Color & Texture'

(Q4 2022), <sup>4</sup> FMCG Gurus 'Custom Survey - Custom Regions - Clean Label & Naturalness' (April 2023)