



EXBERRY® Color Futures

Color directions for inspiration and innovation

Regeneration Rising: highlighting consumers' growing eco-consciousness and new color directions inspired by nature

2024 / 2025

GROWING COLORS

EXBERRY®

Inspiration for your product development

A new era of conscious consumption is creating a shift toward more sustainable ingredients and eye-catching color palettes influenced by the natural world. We have identified “Regeneration Rising” as a key trend in the food and drink sector. Our analysis explores the growing global appreciation for the natural world and desire to protect the planet. This mindset is now intensifying the focus on the origins of raw materials and sustainable production.

The Regeneration Rising trend is also inspiring new color palettes as brands seek to convey instinctive messages about how their products are created. The use of visually impactful colors that can be found growing on land and in the sea helps manufacturers to showcase products’ eco-credentials and build emotional connections with consumers.

Three eye-catching palettes inspired by the planet



Elevated Earth

Earthy shades from red-browns and warm oranges to textured purples and inky teals, elevating products with an organic but premium look and feel.



Nature Lab

Pushing the boundaries of what is considered natural and features a kaleidoscopic spectrum of green, pink, red, yellow, orange, and blue.



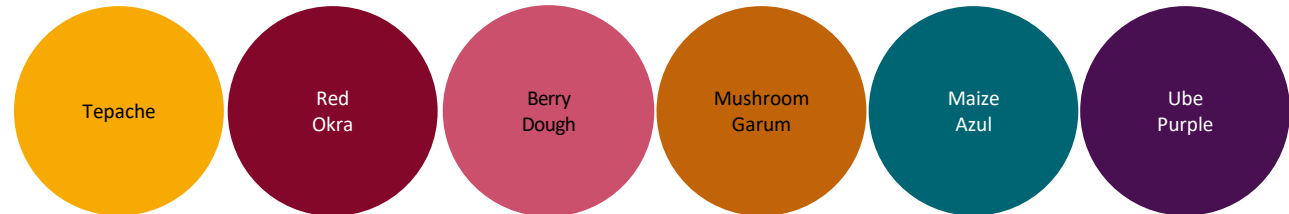
Wholesome Nostalgia

Features yellows, greens, blues, peaches, and pinks that range from velvet-like to milky, translucent, muted, and dreamlike.



Elevated Earth is about...

- Inspired by nature's imperfections celebrate the origins and textures of materials
- Heritage ingredients from regenerative food suppliers
- Elevating food and drink categories with an organic but premium look and feel



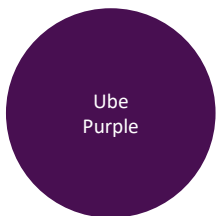
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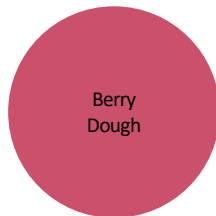
Elevated Earth's emerging colors and ingredients

PURPLES

Bread and pasta doughs are enriched with **muted pink-purple tones of berries, beets and algae**. Southeast Asian **yam ube's distinctive deep purple flesh** offers rich color and a sweet, earthy and nutty flavor profile to a range of deserts.



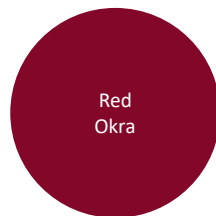
Ube
Purple



Berry
Dough

REDS

Dark to earthy, muted, and matte **red shades echo colors of red okra** and its flowers, root vegetables such as **beetroot and heritage carrots and corn**, and rich red-brown Mediterranean chocolate alternative carob. Foraged weeds and berries such as **rowan berries offer a variety of earthy reds**, as well as Gracilaria algae.



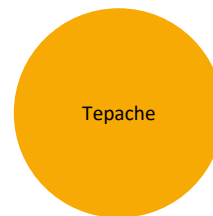
Red
Okra

ORANGES

Light, cloudy, peachy oranges are influenced by **fermentation and skin-contact** of ingredients like **white grapes and pineapple**. Warmer, deep, baked-earth shades portray potently **fermented seasoning liquids** such as smoky mushroom garum.



Mushroom
Garum



Tepache

TEALS

Taking color inspiration from **heritage corn** varieties, teals with gray undertones provide potent and elemental tones of cool green-blue.



Maize
Azul

Bring Elevated Earth to life with EXBERRY®



Bring Elevated Earth to life with EXBERRY®





Nature lab is about...

- New realm of extraordinary nature
- Discovering an invisible world of unexpected structure, shapes, and textural play in a kaleidoscopic spectrum
- Natural color doesn't have to be boring; it can be bold, bright, intricately textured, and otherworldly

Orange
Gummy

Rowan
Berry

Yuzu
Gel

Sea
Lettuce

Rhubarb
Cordial

Aquatic
Algae

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Wholesome Nostalgia is about...

- Community, family and personal well-being is leading to a resurgence of feel-good rituals
- Cravings for nostalgic, dreamlike colors, sweetness, and decoration
- The colors, smells, tastes, and textures of these transport us back to past memories and experiences

Lemon
Panna
Cotta

Cultured
Pea

Blue Milk
Mushroom

Miso
Paste

Pine Needle
Jelly

Magnolia
Syrup

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Elevated Earth

Tepache

Red Okra

Berry Dough

Mushroom Garum

Maize Azul

Ube Purple



Nature Lab

Orange Gummy

Rowan Berry

Yuzu Gel

Sea Lettuce

Rhubarb Cordial

Aquatic Algae



Wholesome Nostalgia

Lemon Panna Cotta

Cultured Pea

Blue Milk Mushroom

Miso Paste

Pine Needle Jelly

Magnolia Syrup

Contact us to discover what's possible for your products

Reach out to us for more insights:

- Get more in-depth insights from our analysis on each color direction
- Get insights specifically for your category from our experts
- Discover what the color directions can mean for your applications
- Explore how the color directions can inspire your product development

Contact us via the [contact form on the website](#)

EXBERRY® sustainable, plant-based colors can be used to achieve a full spectrum of shades in almost any food and drink application. They are valued globally for their ease of use, brilliance and performance. With vast experience working with plant-based colors, GNT's team of specialists is on hand to offer support throughout the entire product development process: from NPD to regulatory matters.