

EXBERRY®

**REGENERATION**

Rising

WORKSHOP

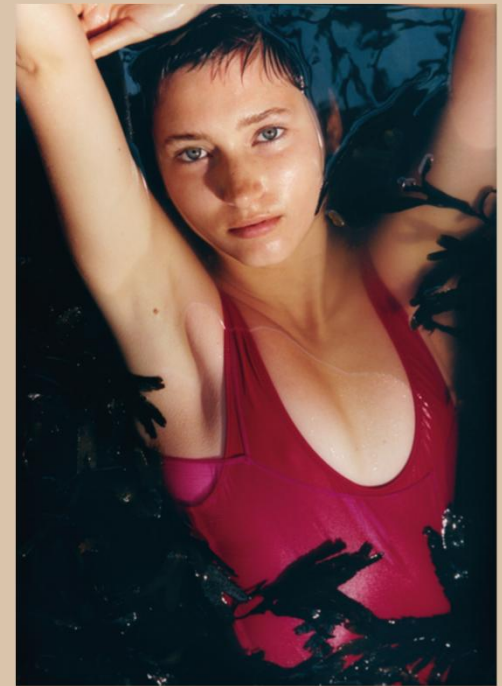


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# HOW DO WE IDENTIFY Trends?

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# HOW DO WE IDENTIFY Trends?





# REGENERATION

## Rising

a great appreciation of nature  
with a deeper desire to protect it

# A NEW PALETTE

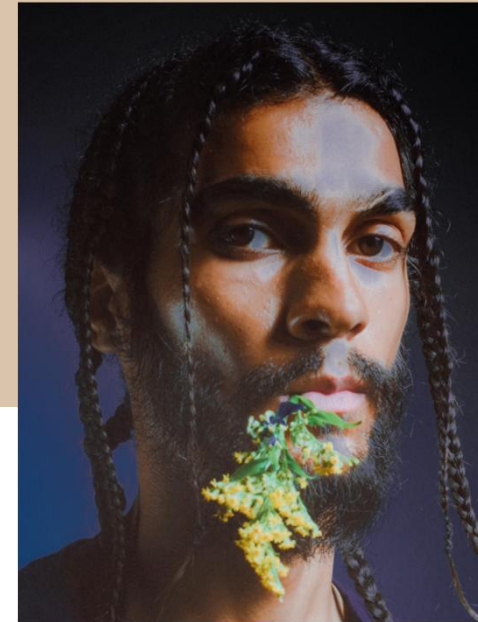
## Trend Drivers



Regeneration



Community Joy



Going Slow

Combining a deep appreciation for the natural world – Regeneration Rising takes a holistic look at regeneration in terms of the planet, community and the individual



## How does this come to life with color?

Being regenerative doesn't mean compromising on color, thanks to the richness and diversity of the natural world. Regeneration Rising presents a kaleidoscopic range of colors in three color directions, which are all connected to nature:

Color  
Direction 01  
Elevated  
Earth

Color  
Direction 02  
Nature  
Lab

Color  
Direction 03  
Wholesome  
Nostalgia





# ELEVATED Earth

Color Direction 01



# Elevated Earth is about...

Inspired by nature's imperfections: Elevated Earth celebrates the origins and textures of materials

Focus on heritage ingredients from regenerative food suppliers or nature-inspired gastronomy

Elevating food and drink categories with an organic but premium look and feel

Tepache

Red Okra

Berry Dough

Mushroom Garum

Maize Azul

Ube Purple



1



2



3

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# BEVERAGES

- Kombucha
- Drinking vinegars
- Emerging Mexican tepache fermented drink
- Earthy mushroom teas and coffees

Authenticity in Beverages: Varied textures and colors in drinks indicate natural ingredients and cognitive enhancers.

Sensory Experience: The incorporation of feel-good adaptogens and distinctive umami flavors enhances the drinking experience.

Visual Appeal: The use of bold colors adds vibrancy and appeal to juices and smoothies.

How we see it coming to life in the industry...

*Please note: The food and drink products shown in this presentation appear only to illustrate examples from across the market. Their inclusion does not indicate the use of EXBERRY®*







Red  
Okra

...bring it to life  
with EXBERRY®

## Hibiscus Cold Brew Coffee

Concept idea:

Cold brew coffee infused with hibiscus  
combined with oat milk

How does this concept connect to Elevated Earth?  
Elevating the cold coffee drink to a premium product.  
The addition of purple hibiscus not only adds a pop of  
color but also infuses a floral, fruity note that  
complements the robust coffee flavor.





1 Photo by cottonbro from pexels  
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## Elevated Earth is about...

....celebrating imperfections from the natural world through origins and textures. Earthy colors elevating food and drink categories with an organic but premium look and feel







# NATURE Lab

Color Direction 02



## Nature lab is about...

Natural color doesn't have to be boring; it can be **bold, bright, intricately textured, and otherworldly**

New realm of extraordinary nature, **defying preconceptions and stereotypes** with hyper-real hues

Discovering an invisible world of unexpected structure, shapes, and textural play in a **kaleidoscopic spectrum**

Orange  
Gummy

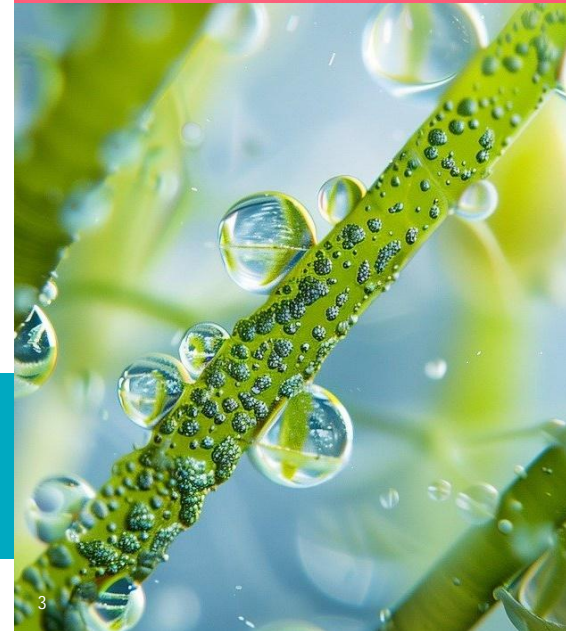
Rowan  
Berry

Yuzu  
Gel

Sea  
Lettuce

Rhubarb  
Cordial

Aquatic  
Algae



1 Photo by apasarc- from pexels  
2 Photo by texture  
3 Photo by water  
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# BEVERAGES

- Soft drinks
- Luxury teas and liqueurs
- Functional sparkling drinks
- Nootropic and adaptogenic-spiked drinks

Flavors & Textures: Introduction of exotic fruits like yuzu and prickly pear adds new color and taste profiles, offering a delightful twist that often catches the senses off-guard.

Vibrant Presentation: The use of intense, almost neon colors in ready-to-drink (RTD) beverages makes products pop on shelves, attracting consumer attention.

Natural Coloring: The exploration of natural color possibilities pushes the boundaries of what is seen as natural and offers an extensive, nuanced, new range

How we see it coming to life in the industry...

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Rhubarb  
Cordial

...bring it to life  
with EXBERRY®

## Dragon Fruit Raspberry Lemonade

Concept idea:  
Vibrant bright pink, fruity beverage

How does this concept connect to Nature Lab?  
Celebrating the brightness associated with dragon fruit and raspberry and topped up with EXBERRY® for a stable color throughout its shelf life





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## Nature Lab is about...

....discovering the invisible world of **unexpected structure, shapes, and textural play** in a **kaleidoscopic spectrum** of green, pink, red, yellow, orange, and blue





A vibrant collage of colorful cakes and pastries. The background is a mix of bright colors: green, orange, blue, and yellow. There are several cakes with different decorations: one with pink flowers, one with a white daisy, one with blue flowers, and one with a green textured top. There are also some pastries with orange and green frosting. The overall aesthetic is bright, cheerful, and nostalgic.

# WHOLESOME Nostalgia

Color Direction 03

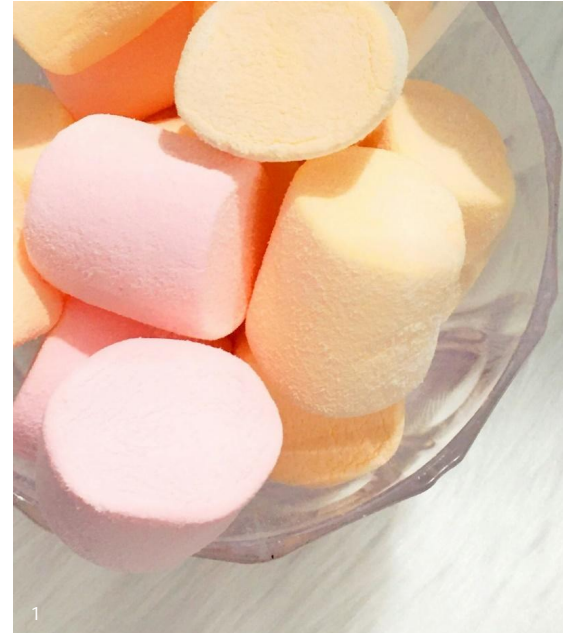


## Wholesome Nostalgia is about...

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 childhood memories and experiences



Lemon Panna Cotta	Cultured Pea	Blue Milk Mushroom	Miso Paste	Pine Needle Jelly	Magnolia Syrup
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2 Photo by manmohan-pandey  
2 Photo by rikonavt  
4 Photo by deva-williamson

# BEVERAGES

- Juices
- Ice-cold sparkling botanical spritzes and summer cocktails
- Low- or no-alcohol RTDs
- Iced teas

**Delicate and Light:** Features subtle flavors with tropical and floral notes, enhanced by mood-lifting oneirogenic elements.

**Citrus Garnish:** Recommended to be served with floral accents or citrus peels to complement the light taste profile.

**Soft Hues:** Presents a pale color palette that reflects the gentle and airy flavors.

How we see it coming to life in the industry...

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Miso  
Paste

...bring it to life  
with EXBERRY®

## Herbal Ginger Spritz

Concept idea:  
Iced ginger spritz on a lemonade base

How does this concept connect to  
Wholesome Nostalgia?  
Translucent, ice-cold botanical spritz as a perfect  
summer cocktail, starting with the sweet lemonade  
flavor from childhood days then emerging to a  
spicy summer cocktail





1 Photo by [laura-tancredi](#) from [pexels](#)  
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## Wholesome Nostalgia is about...

...togetherness and wellbeing which renews our desire for nostalgic and dreamlike colors, tastes and textures transporting us back to past memories and experiences.



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# REGENERATION

## Rising

A new palette inspired by the natural world, using intense tones to tell positive stories about how products are created

Celebrate nature and all it has to offer

Look after your community, family and personal well-being and incorporate this into innovation



## CREATIVE CONCEPTS

### COLOR DIRECTION

- Elevated Earth
- Nature Lab
- Wholesome Nostalgia

### WHAT IS YOUR IDEA?

### HOW & WHY DOES IT FIT TO THE COLOR DIRECTION?

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### VISUALIZE YOUR IDEA

Bring your idea to life. Think beyond the product - color, flavor, texture, point of consumption, point of sale, target audience, communication, brand fit, etc.

## Bring it life with your ideas

- Choose one color direction
- Write down your idea
- Explain the fit to the color direction
- Visualize the concept

