



EXBERRY® Coloring Foods

Clean-label colors for low ABV beverages

GROWING COLORS

EXBERRY®

Deliver spectacular shades with plant-based concentrates

Drinking habits are undergoing a seismic change. The new generation of consumers is adopting a more mindful approach to alcohol based on quality over quantity, with impactful flavors and low sugar.¹ Color is a crucial part of many of these drinks' appeal. The use of bold and bright colors can help elevate the drinking experience, showcasing new flavors and creating a sense of excitement. 68% of consumers worldwide say it is important that the coloring used in food and drink products is natural.² That means if brands want to create alcoholic beverages with striking colors, it is essential to provide reassurance that the coloring ingredients come from a trustworthy source.

EXBERRY® Coloring Foods are a clean-label coloring solution that can help manufacturers tick every box. They are made from non-GMO fruit, vegetables, and edible plants using traditional physical processing methods such as chopping and boiling. As a result, they support cleaner and clearer label declarations.



Features

- Strong visual appeal
- Clear and simple label declarations
- Ingredients traceable back to the original source
- Vertically integrated supply chain
- Sustainable approach
- Plant-based
- Halal
- Kosher

About EXBERRY® Coloring Foods

Our range of EXBERRY® Coloring Foods comprises hundreds of shades from across the whole rainbow. They are available in various formats to suit individual project requirements, including liquids, powders and organic.

Industry-leading traceability

GNT's supply chain is vertically integrated, which means we have complete control 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 availability and ensure that only high-quality raw materials are used.

Delivering sustainable food colors for a brighter future.



¹ FMCG Gurus 'Evolving Attitudes Towards Alcohol: Hard Seltzers' (2021) ² FMCG Gurus 'Custom Survey - Global and Regional - Clean Label & Naturalness' (2021)

EXBERRY® examples in 4.8% ABV rum based seltzer



EXBERRY® shades would look the same at 0-20% ABV

EXBERRY® Product	Raw material(s)	Typical dosage (% w/v)
EXBERRY® Shade Amber	Apple + Hibiscus	0.07 - 0.50
EXBERRY® Shade Lemon Yellow	Safflower + Lemon	0.02 - 0.10
EXBERRY® Shade Yellow	Carrot	0.07 - 0.49
EXBERRY® Shade Sunstone Orange	Sweet Potato + Safflower	0.03 - 0.20
EXBERRY® Shade Mandarin	Carrot + Apple	0.07 - 0.49
EXBERRY® Shade Brilliant Pink	Sweet Potato + Carrot	0.02 - 0.13
EXBERRY® Shade Rubescent Red	Sweet Potato + Carrot	0.03 - 0.20
EXBERRY® Shade Strawberry Red	Carrot + Safflower	0.03 - 0.20
EXBERRY® Shade Vivid Red	Carrot + Blackcurrant	0.02 - 0.13
EXBERRY® Shade Purple Plum	Carrot + Blueberry	0.02 - 0.13

COLORED WITH FRUIT & VEGETABLES

